21, 1952

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BROADCASTING TELECASTING

ISSUE:

Time Sales
Million
23

Gets
proval

Firms
Budgets
27

Gross
mber
28

STING
Page 59

21ST year

weekly
and

WLS

ATOM SERIES WINS WIDE ACCLAIM!

- Voted "Best New Program Created During Year" by Chicago Federated Advertising Club.
- Heralded an "example of the effective use of radio as a teaching tool" by *Variety* Magazine.
- Being re-broadcast by 35 affiliated stations of National Association of Educational Broadcasters.
- Permission requested by Department of State for use of series in its foreign educational broadcasts.

For the second year, as part of the award-winning "WLS School Time" broadcasts—a five-time-a-week sustaining program for in-school listening, now in its 16th year—WLS is bringing to the Midwest an exciting series based on the drama of the atom.

Each program translates into understandable and dramatic terms the meaning and significance of this new world of Atomic Energy. Written in cooperation with the Argonne National Laboratories, these programs have the enthusiastic support of the Federal Security Agency, which has requested scripts for its permanent library.

Service that Sells...

Serving the people of the Midwest has been a WLS project for over a quarter of a century. Particularly in this new era the responsibility of radio cannot be overemphasized.

As radio serves, so can it sell . . . for through consistent services accrues listener loyalty and belief—the basic ingredients of advertising results.

WLS

The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

"Coffee Call" the TOP of the mornin

10:30-11:00 A.M.
Monday-Friday

Coffee Call
WHAS
DIXIE BELLE
WILSONS MILK
OFFEE CALL

TOPS in rating . . . no other program on any other Louisville station can equal "Coffee Call's" rating!

TOPS in audience . . . more than 67,000 people have enjoyed "Coffee Call" in WHAS studios since June, 1949.

TOPS in merchandising . . . WHAS does extensive in-the-store merchandising for "Coffee Call" advertisers.

QUALITY of WHAS programming makes the difference

. . . and WHAS quality delivers the goods on "Coffee Call". This show packs a powerful wallop in the rich Kentuckiana market with its star line-up of talented performers. Jim Walton, Bill Pickett and Herbie Koch have made this daily half-hour audience-participation show the most listened-to morning show originating in Louisville. Fun-loving emcee Walton, "strolling baritone" Pickett and maestro Koch at the WHAS studio organ can be your entree into this rich market. See your Petry man today!

Especially for participating sponsors

Basic Affiliate of the CBS Radio Ne

WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sal*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

WSAR

in the
FALL RIVER
NEW BEDFORD
MARKET

1 Delivers the Most Coverage

Four stations are in the combined market. WSAR is the only 5,000 watt station. All others are 250 watts or less.

2 Delivers the Highest Ratings

WSAR is the only station of the four which delivers large audiences in each city of the combined market.

3 Delivers Lowest Cost Per M Listeners

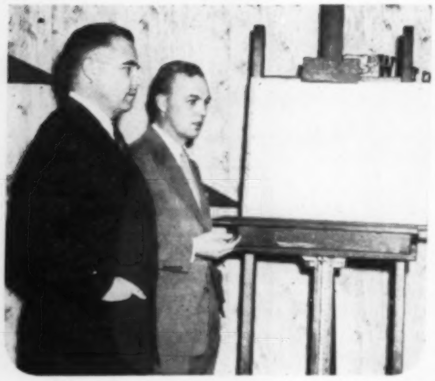
Factual proof that you pay less and get more listeners on WSAR than any other Fall River-New Bedford Station.

For Full Information About WSAR in the 49 Largest U.S. Market Contact Headley-Reed Company.

WSAR
Fall River-New Bedford
5000 Watts Are Affiliated

Represented Nationally by
Headley-Reed Company

every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



The role of sports in the life of the University is discussed by Dr. John A. Perkins, president, and David Nelson, head of the Department of Athletics.

Dr. Charles L. Lanier, chairman of the Department of Economics and Business Administration, discusses arbitration in labor disputes.

to see is to understand

A group of faculty members presents a program of madrigals.

Members of the Science and Wildlife Department enliven a program with photogenic members of Delaware Wildlife.

The University of Delaware, keenly aware of the above fact, uses the facilities of WDEL-TV to report to the citizens of the State. The activity story which viewers see on this regular half-hour show—"Your University"—is a broad, moving, varied and instructive one. Thus a modern, progressive University uses WDEL-TV's broad program of public service to interpret its state-wide program, student curriculum and campus activities.

This program is one of many local features carried by this station in an endeavor to meet the needs of the communities it serves.

WDEL-TV

WILMINGTON, DELAWARE

WDEL AM TV FM

Represented by

ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles

at deadline

CLOSED CIRCUIT

LOOK FOR Harry C. Butcher, owner of KIST Santa Barbara and former CBS Washington vice president, to figure importantly in Eisenhower Presidential draft movement. Naval aide to General Ike during those SHAEF days of World War II, Captain Butcher already has been called in by Eisenhower leaders. He knows Washington political ropes and was close friend of late Stephen T. Early during his years as secretary to F. D. R.

IF EISENHOWER groundswell should become stampede, who would be his right-hand bower in broadcast pursuits? His "favorite" brother, Milton S., is president of Pennsylvania State College, and an old hand at radio, having been in charge of Department of Agriculture's radio extension operations in Hoover days. And then there's Captain Harry C. Butcher (see above).

NBC apparently has deferred notification to affiliated stations on its new economic plan. Expected about Jan. 15, approach now is to dispatch communication at appropriate time or presumably when enough primary market stations have been aligned. Meanwhile, NBC isn't committing itself to any particular project, at any particular time or in any particular way.

RISING CRESCENDO of complaints against alcoholic beverage advertising on air (mainly blatant beer spots) causing some concern both at FCC and on Capitol Hill. In December, FCC received total of 900 complaints in all classes, of which some 750 were alcoholic beverage. And of these more than 400 were TV; about 325 radio. While dry lobbying is suspected in tempo with legislation to ban liquor advertising, it's no secret that some complaints stem from local beer spots interrupting programs, notably sports events. This despite constant urging of U. S. Brewers' Foundation that restraint be used.

HOW EASILY public sensibilities can be offended demonstrated by fresh outcropping of complaints to FCC over presentation Jan. 9 of *Reunion in Vienna* by Celanese Theatre over ABC-TV. Complaints were against sensuous bedroom scene involving Melvyn Douglas and Signe Hasso. Performance even brought query from wife of one Commissioner: "Doesn't this violate NARTB Code?"

FACTS OF LIFE on TV operating costs has caused Miami School Board to ponder "surrender" of application for educational channel (VHF Channel 2). Board has instructed its Washington counsel to explore prospects of FCC permitting it to use educational reservation as "bargaining point" with commercial group that would allow county most time for education. Board had been told it would cost $250,000 to install VHF and about $75,000 annually to operate. Then it collided with hard facts that in 1950 average TV station

(Continued on page 6)

NIELSEN, HOOPER SETTLE SINDLINGER RADOX SUITS

LONG-PENDING damage suits filed by Albert E. Sindlinger, Philadelphia, against A. C. Nielsen and C. E. Hooper research interests over use of Radox patents settled Friday in Philadelphia federal court.

Understood Mr. Sindlinger receives $75,000 cash plus stock for total settlement figure of around $190,000. Sindlinger & Co. and related firms as well as A. C. Nielsen Co. each said to have right to use Radox patents.

Nielsen offices in Chicago and New York refused to comment on settlement. Mr. Sindlinger said, "I agreed with Nielsen's attorneys that we would not discuss details until Tuesday (Jan. 22)."

Parties involved in patent proceedings over Radox device, which electronically shows stations to which receivers are tuned.

New type of radio listening survey to be launched in near future by Sindlinger company, using ticker-tape device showing stations to which sets are tuned. This service expected to be set up in individual cities.

Sindlinger suits originally filed in March 1950, asking $2.5 million in damages. Court later reduced sum to $1.5 million. Litigation had reached deposition stage. Sindlinger charges alleged restraint of trade. Hooper settlement figure said to be nominal.

'BELL BOY' TO WXYZ

ED McKENZIE, assistant general manager of WJBK Detroit and nationally known disc jockey, Jack the Bell Boy, joins WXYZ Detroit within two weeks and will m.c. daily two-hour show. His resignation from WJBK followed that of Richard E. Jones, general manager (see earlier story, page 24). Another resignation from WJBK reported Friday was that of Joyce M. Chapman, publicity director.

WICC NAMES YOUNG

ADAM J. YOUNG JR. Inc. named to take over representation of WICC Bridgeport, Conn., effective immediately. Sale of WICC by Yankee Network to Bridgeport Broadcasting Corp. for $200,000 was approved by FCC Thursday (story page 25). WICC on 600 kc with 1 kw day, 500 w night, is affiliated with Mutual and Yankee networks.

BUSINESS BRIEFLY

ZIV SALES ● Frederic W. Ziv Co.'s *I Was a Communist for the FBI* has been sold for broadcast in 152 cities at end of first 10 selling days, with 60% of all sales made directly to stations, according to Ziv announcement.

GRETZ NAMES ● William Gretz Brewing Co., Philadelphia (Gretz Beer, Ale, Porter, Half & Half), names Scheideler, Beck & Werner, N. Y., as agency, effective Feb. 1.

BLASTING APPOINTS ● General Blasting Corp., Chicago, Ill., appoints Schoenfeld, Huber & Green, Chicago, to handle advertising. TV will be used.

CHICAGO SPONSORS ● Chicago Assn. of Stock Exchange firms sponsoring 38 commercials weekly on WJJD Chicago. This will be first institutional advertising for group. Spot schedule includes stock market averages plus financial news every hour, 10 a.m. to 3 p.m. weekdays, 10 a.m. to noon Sundays. Agency: Olian Adv., Chicago.

BIOW RESIGNS ● Biow Co., N. Y., resigns as advertising representative of Schenley Distillers Inc., effective at Schenley's option.

CAMAY CAMPAIGN ● Procter & Gamble (Camay Soap), Jan. 28 begins radio spot campaign for 52 weeks in several markets. Agency, Pedlar & Ryan, N. Y.

EASTER EGG SPOT ● Fred Fear & Co., Brooklyn (Easter egg dyes), signed for one-minute participation in 8:30-8:45 p.m. EST segment of March 30 *Stop the Music* on ABC

(Continued on page 94)

'VOICE' INQUIRY ASKED

REALIGNMENT of Voice of America under new International Information Administration is "step in right direction," but Senate inquiry is still "even more imperative," Sen. William Benton (D-Conn.) said Friday. He called for hearings by Senate Foreign Relations subcommittee on his resolution to revitalize radio arm. Chairman Brien McMahon (D-Conn.) has promised early action, Sen. Benton said. (See early story page 81.)

N.Y. Radio Listening Up Substantially

LISTENING in New York radio homes has increased 47% during afternoons and 28% during evenings since 1948, year of video's first great impact on broadcasting scene, according to study released Friday by WNEW New York.

Based on Pulse and Telepulse figures for New York metropolitan area, WNEW said study indicates that "there is no such thing as a TV home." For all homes in area, radio listening since pre-video 1947 has increased 26% in morning, held its own in afternoon, and decreased on weekday evenings. But, report points outs, decrease is less than imagined, with WNEW, to cite one example, reporting decrease amounting to only 11%.

Television audience habits have also changed, it was indicated. Whereas TV set ownership increased 71% from April 1950 to April 1951, there was 9% decrease in set usage in radio-TV homes during average evening quarter-hour, while radio usages was up 31%.

Point of survey is that TV set in home by no means removes that home from radio's audience, that today's televiewer is not yesterdays radio listener. In fact, 64% of TV evening audience has come from people giving up other activities than radio-listening.

for more AT DEADLINE turn page ➧

at deadline

DuMONT MAY REFUSE TO JOIN IN TV CODE

GRAVE doubts about advertising sections of NARTB-proposed TV code may cause DuMont not to subscribe, Chris J. Witting, DuMont Network director, said Friday. Mr. Witting was witness in DuMont-Paramount control part of the hearings underway on question of Paramount Pictures' qualification to be licensee and on the question of merger of ABC with United Paramount Theatres Inc. (see early story on page 25).

Mr. Witting's objections to Code stemmed from fact, he said, that competitor could file objection on some DuMont commercial practice, force DuMont to go through hearing before NARTB review board, with concurrent adverse publicity, trouble and expense. Mr. Witting indicated DuMont was still studying Code, had not made up its mind finally.

Other highlights of Mr. Witting's testimony: (1) DuMont is "examining" plan to secure U. S. TV rights to feature films, syndicate them to affiliates. It has discussed idea with distributors, but so far has rights to two British films. (2) Production of feature films by DuMont is not planned in immediate future; however, new studios will have facilities for such production.

KPOA TO FILE APPEAL IN ADVERSE TAX RULING

KPOA Honolulu will appeal decision of Hawaiian Circuit Court ruling against its challenge of territorial gross-receipts tax on broadcast stations, according to J. Elroy McCaw, part owner of KPOA. Appeal will be taken to territorial Supreme Court.

Judge Willson C. Moore held station's commercial activities were centered on island and therefore receipts are subject to tax, aside from income from network programs shortwaved from mainland. There's no question gross receipts tax of this type would be invalid if applied to stations located on mainland, according to court.

DX letters from mainland rejected by court as having no commercial significance. Case held to differ from Fishers Blend decision in stipulation of facts and geographical aspects. Court interested in where money comes from and where station signal is directed.

Mr. McCaw and John D. Keating, KPOA partners, both testified as did Jack Burnett, KULA Honolulu. Ralph Fitkin, KHON and Marion A. Mulroney, KGU, both Honolulu, subpoenaed by court to testify on coverage-service aspects. First witness, touching engineering angles, was Royal V. Howard, KIKI Honolulu. Attorneys for KPOA were Kenneth Davis and David Ingman. Vincent Wasilewski, NARTB attorney, took part in argument. Neal McNaughten, NARTB engineering director, was present at argument but did not testify.

DEFENSE PLANS DISCUSSED

PERSONS now holding amateur radio licenses may need additional authorization to participate in emergency radio networks to be set up for civil defense operations, it was indicated Friday after closed conference for Northeastern States Civil Defense Amateur Radio Alliance was held in New York. Delegates from 10 states discussed new rules and regulations for radio amateur emergency service recently released by FCC and which, when adopted, will regulate all CD radio networks.

In this Issue—

Radio net time sales in 1951 were the biggest in history—$485.4 million, a nearly $32 million jump over 1950. Here's the dollar measurement of radio's bigness. A BROADCASTING • TELECASTING exclusive. *Page 23.*

Two bright spots appear in television's battle to win equal access to news sources. New York bar association votes down proposed anti-TV resolution, and a Senate hearing in Washington learns the difference between newsreels and TV. *Page 63.*

A B•T roundup shows that five watch manufacturers will spend $10 million in radio and television advertising in 1952. *Page 27.*

FCC goes into virtually continuous session, warming up to thaw its 40-month freeze on television. *Page 61.*

P&G, as usual, leads all other advertisers in spending money for radio network time *(Page 28)* and for TV network time as well. *Page 61.*

FCC approves merger of WOR-AM-FM-TV New York and radio-TV properties of General Tire & Rubber Co. *(Page 25)* and begins hearings on proposed merger of ABC and United Paramount Theatres. *Page 25.*

"Dry" campaign against broadcasting begins to take shape. A Senate bill is introduced that would ban hard liquor advertising from radio and television. *Page 28.*

Today dawns on NBC-TV. B•T's reviewer greets it with reservations. *Page 26.*

Sen. Benton thinks the NARTB television code is dandy, but he's convinced his proposed National Citizens Advisory Committee for Radio and Televison is needed too. *Page 62.*

Army-Air Force recruiting advertising is windfall for radio. *Page 27.*

National Production Authority will hold meeting with industry leaders, probably Feb. 8, to clarify the status of its ban against color TV manufacturing. *Page 62.*

Voice of America is placed under new International Information Administration, whose chief will report directly to Secretary of State. *Page 81.*

Statewide campaign to promote sale of FM sets begins in North Carolina; others scheduled for other states. *Page 44.*

Upcoming

Jan. 21-23: Newspaper Advertising Executives Assn., convention, Edgewater Beach Hotel, Chicago.

Jan. 21-26: American Institute of Electrical Engineers, winter meeting, Hotel Statler, New York.

Jan. 24-26: Advertising Assn. of the West, midwinter conference, Oakland, Calif.

Jan. 24-26: Southwestern Assn. of Advertising Agencies, meeting, Plaza Hotel, San Antonio, Tex.

Jan. 26-27: National Advertising Agency Network, Eastern Regional meeting, New Weston Hotel, New York.

(Other Upcomings page 34)

Closed Circuit

(Continued from page 5)

spent $533,000 in operation alone. There a five present applicants for two VHF co mercial channels earmarked for Miami.

SPOT RADIO business for 1951 up so 10-11% over 1950, according to confident survey of station representatives, which port increases in billings for last year rangi from 6% to 30% above 1950 level. Findi backs up a BROADCASTING • TELECASTING es mate of an 11.7% increase in national a regional spot radio time sales (see page 23).

IF FCC traffic these days is criterion, nume ous advertising agency executives, it's learne have been button-holing members of FCC how to apply for TV facilities.

WHY DID Vice Chairman Paul A. Walker FCC call on President last Monday? Was ington's radio fraternity bestirred itself figu ing that perhaps he had elected to retire sin he has passed mandatory age of 70 but receiv Presidential extension last year. Answer: M Walker, who was 71 on Jan. 11, simply want to tell President that he appreciated his jo was well and happy and hoped to complete h term which runs until June 30, 1953.

IMPRESSED WITH job done by Charl Crutchfield, senior vice president of Jeffers Standard Broadcasting Co. (WBT-AM-F WBTV (TV) as special consultant on rad affairs in Greece, State Department unde stood to have convinced him he should go Philippines in September on another missio His duties will be in connection with activatin new megawatt (million watt) shortwave tran mitter to spread gospel of truth program v Voice of America to Pacific area.

BEHIND-SCENES move reportedly under wa to form new trade association representin independent broadcasters, with emphasis o Washington service. Gordon Brown, WSA Rochester, is spearheading movement.

RAMSAY bill to outlaw "political advertising may never see light of day. House Ways Means Committee, where bill rests, is in n mood to report it out. Understood that clo supporters of legislation would be most su prised of all if committee suddenly took ear action (see story, page 80).

CONFRONTING NARTB's convention pla ners, meeting today (Monday), is problem giving association's radio activities prop place on March 31-April 2 agenda. Tentati plans give best spots to Broadcast Advertisin Bureau and television, with BMI and eng neering conference as extra diversions.

THEATRE-TV hearings to start Feb. 25, ma (unless postponed at applicants' request) among more glamorous FCC proceedin Among galaxy from entertainment world wh will appear are Broadway producers Ma Gordon and Theresa Helburn (Theatre Guild also musical comedy star Celeste Holm.

AYER NAMES FOUR VP's

FOUR new vice presidents elected last we by N. W. Ayer & Son, Philadelphia. They ar Leslie D. Farnath, head of media departme Brydon S. Greene, Philadelphia service; Alb R. Memhard Jr., director of plans-merchandi ing department, and Richard P. Powell, hea of information services.

for more AT DEADLINE see page 94

Boston's most popular disc jockey *triples** his audience on WORL in 9 months!

*PULSE RATING

NORM PRESCOTT

Program Director and Disc Jockey with WORL, Boston •

Voted New England's favorite Disc Jockey in the 1950 Billboard Poll, ranking as one of the country's top twenty •

Featured in Monogram Picture's "Mr. Disc Jockey"•

5000 WATTS
950 ON YOUR DIAL

worl

REPRESENTED NATIONALLY
BY THE BOLLING COMPANY

ARTHUR E. HALEY, General Manager

Mr. Willis J. Almekinder,
President of First Federal of Rochester,
at his favorite task —
opening a new account

How First Federal of Rochester Quadrupled Assets

When First Federal of Rochester, N. Y., started local sponsorship of the Fulton Lewis, Jr., program on radio station WVET, assets were $11,500,000. Today, after nine years of continuous sponsorship, assets are $46,000,000. Obviously this increase is not attributable to the program alone. Good management, alert business practices, and many other factors enter into the picture. But, in the words of Mr. Willis J. Almekinder, President of First Federal, "A great deal of the success in reaching new savings customers is due to the fine audience which Fulton Lewis, Jr., reaches.

"Numbering over 200,000 people in Rochester, it is made up of thinking, hard working, conscientious citizens who are interested in America and who believe in such fundamentals of good citizenship as thrift. In our regular check of where our new business comes from, Fulton Lewis, Jr., has consistently rated at the top. Our sponsorship has generated a great deal of good will toward First Federal."

The Fulton Lewis program is a Mutual Co-op Program available for sale to local advertisers in individual cities at low, pro-rated talent cost. Among the 623 sponsors of the program (on 370 Mutual stations), there are 55 banks and savings institutions. Since there are more than 500 MBS stations, there may be an opening in your locality. For a proved and tested means of reaching new customers, check your Mutual outlet — or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, New York City 18 (or Tribune Tower, Chicago 11, Illinois).

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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IN THIS BROADCASTING . . .

DEPARTMENTS

Agency Beat 10
Aircasters 56
Allied Arts 58
Editorial 50
FCC Actions 86
FCC Roundup 91
Feature of Week 18
Film Report 72
Front Office 54
New Business 10
On All Accounts 10
Open Mike 16
Our Respects to 50
Programs, Promotions, Premiums 83
Upcoming 34

TELECASTING Starts on page 59

WASHINGTON HEADQUARTERS

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

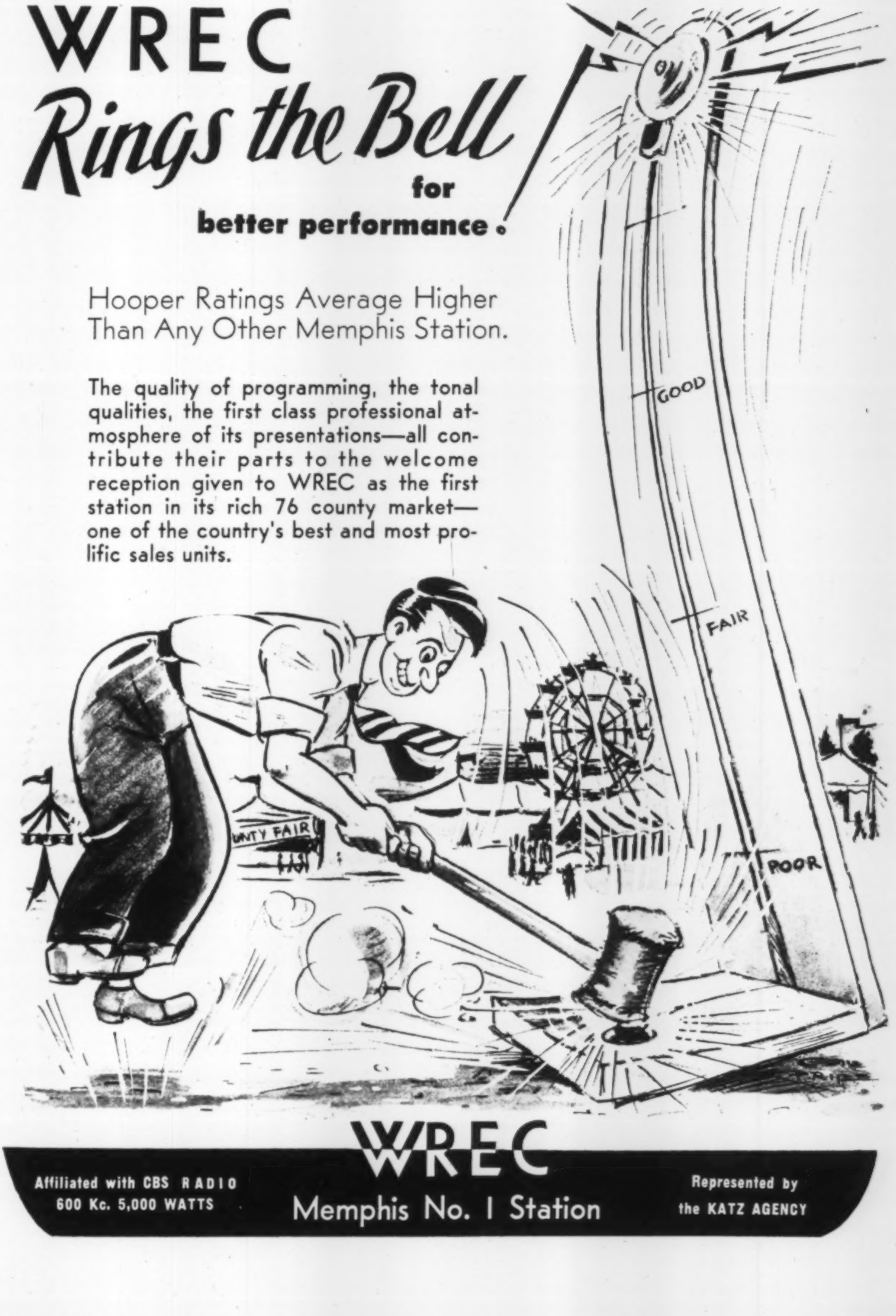
Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

WREC
Rings the Bell
for better performance.

Hooper Ratings Average Higher Than Any Other Memphis Station.

The quality of programming, the tonal qualities, the first class professional atmosphere of its presentations—all contribute their parts to the welcome reception given to WREC as the first station in its rich 76 county market—one of the country's best and most prolific sales units.



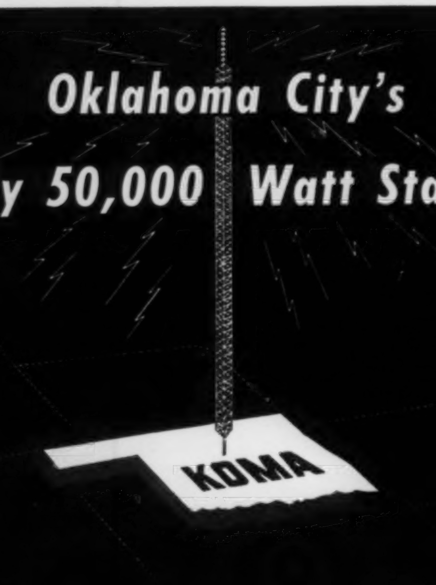
WREC

Memphis No. 1 Station

Affiliated with CBS RADIO
600 Kc. 5,000 WATTS

Represented by
the KATZ AGENCY

Oklahoma City's
Only 50,000 Watt Station



"....SPEAKING TO YOU FROM A BUSY ELEVATOR...."

KOMA's unique Studio Party has taken its listeners for elevator rides, to oil wells, fires, floods and tornadoes. It has taught them how to detect flaws in diamonds, treat a traffic cop when you get a ticket. Studio Party listeners have learned how to relax in a dentist's chair, to shop for puppies, raise guppies and prune roses. It has interviewed bell-hops, coal miners, bartenders, celebrities, steeplejacks and card sharps.

Studio Party has also won a tremendous audience that can be yours if you'll check with Avery-Knodel for spot availabilities in this great afternoon feature.

J. J. Bernard
VP and General Manager

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY Avery-Knodel, INC.

agency

KENYON & ECKHARDT, N. Y., announces following personnel additions: **BILL WOOD**, from J. Walter Thompson Co., N. Y., appointed promotion and new business director; **TOM VISCARDI**, from Marschalk & Pratt, named radio-TV time buyer; **JOHN FARLEY**, former news editor, WMCA New York, to agency's publicity division; **JOEL CONRON** appointed sales promotion director; **MATILDA CLARK ROBBINS**, from G. Fox & Co., Hartford, to copy staff on Tennessee Eastman account.

MARY A. PEACOCK, radio-TV writer, to Pacific National Adv., Seattle, as television director.

THOMAS R. VOHS, account supervisor, Anderson & Cairns, N. Y., elected vice president.

J. WALTER GOLDSTEIN, St. Louis advertising executive, to Westheimer & Block, St. Louis, on Feb. 1 as partner.

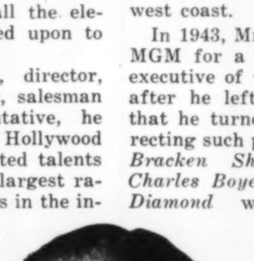
LILYON E. LOUDEN, publicity manager, John Mather Lupton Co., N. Y., named to the board of directors of Publicity Club of New York.

on all accounts

NAT WOLFF, production head of Young & Rubicam, New York, is that increasingly rare species in executive echelons: a working success in all the elements he is being called upon to supervise.

A celebrated writer, director, packager, administrator, salesman and personal representative, he has moved east from Hollywood now to expend his collated talents in behalf of one of the largest radio and television entities in the industry from the standpoint of billing.

An acknowledged leader in the field, Mr. Wolff began his career in radio almost immediately after graduating from the U. S. Naval Academy. He went into radio in Buffalo, N. Y., selling programs, handling artists and performing similar related duties. One of his associates in Buffalo was the late Col. Stoopnagle.


Mr. WOLFF

In 1929, he moved to New York and joined a firm called Rock Productions, where he sold and helped create such features as *Tideoil Jubilee*, *Okay Mortimer* for Richfield Country Club on CBS and *Parties at Pickfair*, sponsored by the Associated Ice Dealers. In 1934 he moved to Hollywood where he became radio head of H. N. Swans, literary agency, transferring one year later to the Myron Selznick Agency where he served as the firm's first radio director. He remained with Selznick until 1941 when he joined the Office of War Information as deputy-chief-in-charge-of-domestic-radio on the west coast.

In 1943, Mr. Wolff capitulated to MGM for a two-year term as an executive of the company. It was after he left the movie company that he turned to writing and directing such programs as the *Eddie Bracken Show*, *Pier 13*, *The Charles Boyer Show* and *Richard Diamond* with Dick Powell. Four years ago he helped create and has since written, along with Don Quinn, the *Halls of Ivy* starring Ronald Colman.

Other programs that he has adapted for radio are the screen playlets on the *Hedda Hopper Show*, the *Screen Directors Playhouse* series and *Hollywood Star Theatre*.

The Wolff's have been married since Feb. 7, 1940. Mrs. Wolff is Edna Best, the actress, who opens on Broadway in "Jane" with Basil Rathbone, the end of January. The couple lives in a New York apartment.

Mr. Wolff served in the first World War as a seaman second class. It was during that service that he was appointed to the Naval Academy from where he was graduated in 1923.

His hobbies are golf and swimming.

beat

WILLIAM O. THORNILEY, J. Walter Thompson Co., Seattle, transfers to agency's San Francisco office as regional account representative on Ford Motor Co. and Richmond and Northwest Ford Dealers Assn. accounts. He succeeds **VICTOR E. ARMSTRONG** who transfers to agency's Detroit office.

ROBERT I. PREIS, Brewer Adv., Kansas City, to Tracy-Locke Co., Dallas, as account executive.

CURTIS BERRIEN named copy chief at Needham, Louis & Brorby, Chicago. He succeeds **CYRIL J. MULLEN**, who resigned to join Tatham-Laird, same city.

ROBERT L. BUTLER, director of promotion, American Laundry Machine Corp., Cincinnati, to Rollman, Cary & Rittenhouse Adv., same city, as account executive in charge of the agency's industrial division.

Mr. Butler

CORNELIUS Du BOIS, senior partner, Cornelius Du Bois & Co., research and marketing organization, to Geyer, Newell & Ganger, N. Y., as director of research development. **STEPHEN HARSHORN**, agency's associate research director, promoted to research director.

DEAN AVERY, general manager, Young & Rubicam, Mexico City, transferred to agency's Hollywood contact staff and assigned to handle Hunt Foods account. He succeeds **ROBERT OWENS**, who is returning east.

THOMAS R. MURPHY, Grant Adv., Bogota, Colombia, transferred to agency's Dallas office as manager. **W. C. WOODY JR.** named vice president in charge of television.

S. W. HEPWORTH resigns as vice president and manager, Grant Adv., Dallas, to open Hepworth Adv. Co., same city.

LOUIS J. ROLLE, field manager for Frankfort Distillers, S. F., to BBDO, S. F., as merchandising specialist.

Mr. Laitin

Mr. Tarcher

LEONARD TARCHER and **BEN S. LAITIN**, both of J. D. Tarcher & Co., N. Y., named vice presidents.

BUD LEWIS, public relations, Hoffman Radio Corp., L. A., to Vick Knight Inc., Hollywood, in similar capacity. **ELLIOTT W. WOLF**, sales promotion department, Smith & Bull Adv., Hollywood, to Vick Knight Inc. in similar capacity. Mr. Wolf will also continue as classified ad promotion director of L. A. *Examiner*.

JIM BISHOP, president, Bishop & Assoc., L. A., presented distinguished service award, given annually by Jr. Chamber of Commerce to man under 35 years of age who accomplishes most for Hollywood in public service field.

STRANG & PROSSER, Seattle, announces following staff changes: **LOIS D. KITCHENER**, advertising manager of Skyway Luggage Co., same city, to agency's copy department; **MONTE SALCOVER** appointed production assistant and **PAUL OLSSON** named art director.

LYNN DAVIES, production staff, WFIL-TV Philadelphia, to Turner & Dyson, N. Y., as radio and television timebuyer.

HENRY S. LOUCHHEIM, vice president and treasurer of Al Paul Lefton Co., Phila., to board of directors.

DAVID F. LEARY, Pacific Coast representative for American Institute

(Continued on page 80)

Obviously **OUTSTANDING...**

AGAIN WMBD LEADS IN EVERY TIME SEGMENT

INDEX	Sets in Use	Peoriarea Stations					
		WMBD	A	B	C	D	E
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	25.0	59.9	9.5	12.4	5.5	3.5	1.5
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	19.7	55.8	13.3	8.9	7.4	2.5	2.1
EVENING SUN. THRU SAT. 6:00 P.M.—10:30 P.M.	33.1	49.5	20.5	16.5	*	5.0	*
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	19.2	32.4	16.2	13.1	7.7	9.7	9.8
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	21.4	41.5	12.8	16.1	10.3	7.1	7.2

**Daytime only operation.*
Share of audience, city zone, Peoria, Illinois; October-November, 1951.

Thruout its 25 year history WMBD has consistently maintained its position of leadership in the Peoriarea. During the past five years, since competition entered the Peoria market, WMBD has retained its dominant share of audience—more listeners than the next two stations combined. WMBD's OBVIOUSLY OUTSTANDING share of audience leads to OBVIOUSLY OUTSTANDING sales results.

WMBD Dominates the Rich Peoriarea Market

Obviously outstanding—the No. 1 buy in the midwest's No. 1 test market.

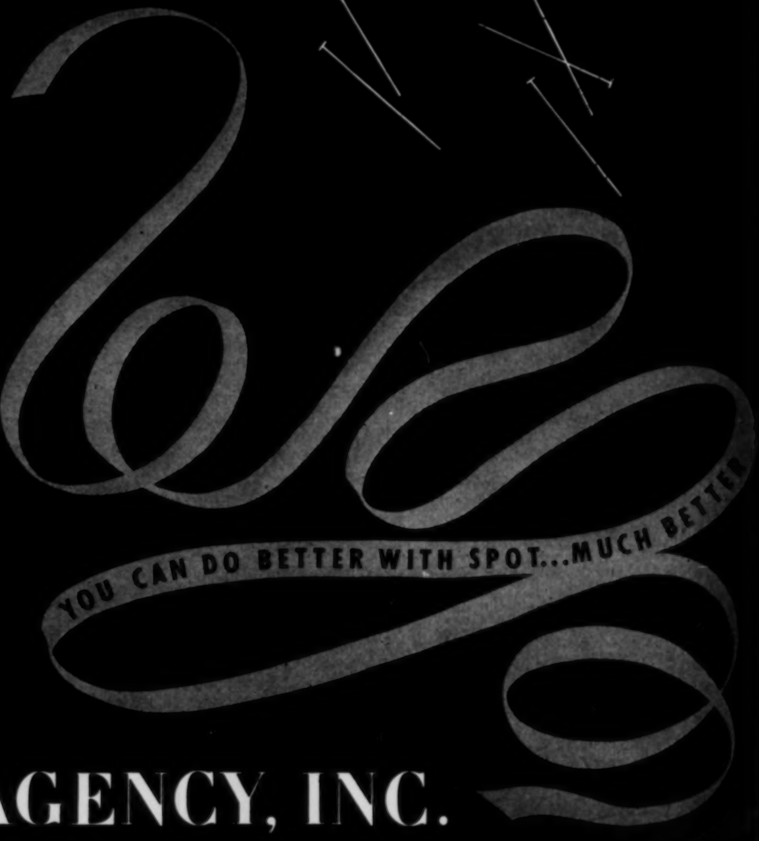
CHARLES C. CALEY, Vice President and General Manager
DON D. KYNASTON, Director of Sales

See Free & Peters . . .

AM WMBD FM
FIRST in the Heart of Illinois

PEORIA
CBS Affiliate
5000 Watts

CUSTOM-TAILORED TELEVISION...


YOU CAN DO BETTER WITH SPOT...MUCH BETTER

THE KATZ AGENCY, INC.

488 MADISON AVENUE · NEW YORK 22, NEW YORK · CHICAGO · DETROIT

In television today, Spot Program advertising
can take your selection of material,
mark it to your measure, and shape it
to fit your sales areas.
Yes, Spot Programs, custom-fitted
to your needs, can suit you
to a TV... at "ready-to-wear" prices.

BUY TV BY SPOT and forget
any network-ordained "must" cities.
Pay only for the markets you want,
get the markets you want...

.......AT READY-TO-WEAR PRICES

...have the picture quality of your program
uniformly clear in all markets.
All this, at savings in time charges
which are enough to cover film prints,
their distribution and other costs.

Whether you're already enjoying television,
or are merely planning to try it for size
some day, it's worth examining these
basic advantages of Spot Program advertising.
And there are many more.

In fact, there's a man at the Katz office
nearest to yours, who can quickly
and clearly show you how all the benefits
of Spot Program television
can be professionally fitted
to your needs.

NATIONAL ADVERTISING REPRESENTATIVES

LOS ANGELES · SAN FRANCISCO · ATLANTA · DALLAS · KANSAS CITY

WBIG CBS IN GREENSBORO, N.C.

"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

Look at part of WBIG's potential out-of-home audience! In addition to 186,870 radio homes in WBIG's Sixteen County Market,* there were 279,436 cars Sept. 30, 1951.† The composite result of 4 spot checks** in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.

SOURCES:
* BMB Study No. 2
† N. C. Dept. of Motor Vehicles
Va. Dept. of Highways
** Greensboro & High Point Police Depts.
Member, High Point Fire Dept.
Hege, Middleton & Neal

Represented by Hollingbery

5000 Watts

CBS Affiliate

new business

Spot • • •

AIELLO DAIRY FARMS Co., Brooklyn, N. Y. (Dairy Maid Italian Cheese Products), inaugurates 52 week advertising campaign on Italian language radio stations in New Jersey, New York and New England effective before end of March. Agency: Admiral Adv., N. Y.

CROWN DRUG Co., Kansas City, is sponsoring *Craig Kennedy, Criminologist*, TV film series, for 13 weeks on WDAF-TV Kansas City. Firm to sponsor same series for 13 weeks on KOTV-TV Tulsa beginning Feb. 2. Agency: R. J. Potts-Calkins & Holden, Kansas City.

GUNTHER BREWING Co., Baltimore, to sponsor 10 five-minute TV shows per week for 52 weeks on WNBW (TV) Washington. Two shows a day, five days a week will feature stories of local interest.

REPUBLIC VAN AND STORAGE Co., L. A., to sponsor first half-hour of 60-minute *Dixie Showboat* on KTLA (TV) L. A., Mon., 8-8:30 p.m. (PST), for 13 weeks from Jan. 7. Agency: Wolfer, Douglass & Bennington, Alhambra, Calif. **L. A. BREWING Co.** (Eastside Beer) sponsors second half. Agency is Warwick & Legler, Hollywood.

BU-TAY PRODUCTS, L. A. (Raindrops, detergent), resumes daily one minute filmed spots on KTTV (TV), KNBH (TV) and KLAC-TV same city, with 21 live announcements per week on KNX Hollywood. Agency: Dan B. Miner Co., L. A.

FOREST LAWN MEMORIAL PARK Assn., Glendale, Calif., sponsors *Hall of History*, TV film series, on KECA-TV Hollywood, Wed., 9-9:20 p.m. (PST), for 13 weeks from Jan. 16. Agency: Dan B. Miner Co., L. A.

Network • • •

GOODYEAR TIRE & RUBBER Co. renews *Greatest Story Ever Told* over ABC radio for 52 weeks, Sunday, 5:30-6 p.m. Agency: Kudner Agency Inc., N. Y.

BEN-HUR PRODUCTS, L. A., renews *Bob Garred and the News* on 20 ABC Pacific Network stations, Mon., Wed., Fri., 7:30-7:40 a.m. (PST), for 52 weeks from Jan. 21. Agency: Mogge-Privett, L. A. Tues. and Thurs. broadcasts sponsored by Peter Paul Inc., Naugatuck, Conn.

NORTH AMERICAN VAN LINES, Ft. Wayne, Ind., to sponsor *'Jay Stewart's Fan Mail* on 36 CBS Radio western stations, Sun., 1-1:05 p.m. (PST), for 52 weeks from Jan. 20. Agency: Castor & Assoc., L. A.

HEET DIV. of De Mert & Dougherty, Chicago, to sponsor *Yankee Weatherman* on WNAC Boston and 17 Yankee Network stations. Five minute show will be aired three times a week in January and February. Agency: Ruthrauff & Ryan, N. Y.

COLGATE-PALMOLIVE-PEET, Berkeley, Calif. (Peet's Soap), sponsors five five-minute participations every two weeks in *Answer Man* on 43 Don Lee stations, Mon. through Fri., 10:30-10:45 a.m. (PST), for 12 weeks from Jan. 14. Agency: Honig-Cooper Co., San Francisco.

NESTLE CHOCOLATE Co., N. Y. (Semi-Sweet Chocolate), sponsors five minute participation in *Answer Man* on 43 Don Lee stations, Tues. and Thurs., 10:30-10:45 a.m. (PST), for nine weeks from Jan. 8. Agency: Cecil & Presbrey, N. Y.

QUAKER OATS Co., Peterborough, Ont. (Quaker products), Jan. 1 started for one year quarter-hour segment of *Happy Gang*, Mon. through Fri., 1:30-1:45 p.m., on 34 Trans-Canada network stations. This is first time a Canadian network show has been co-sponsored, first segment being taken by Colgate-Palmolive-Peet Co., Toronto, sponsor of program for past 12 years. Agency: Spitzer & Mills, Toronto, for both companies.

STUDEBAKER CORP., South Bend, Ind., renews *Sam Hayes News* on 60 Don Lee, Intermountain and Arizona Group Network stations, Mon.,

(Continued on page 77)

ANY Time Is GOOD TIME On KRNT DES MOINES!

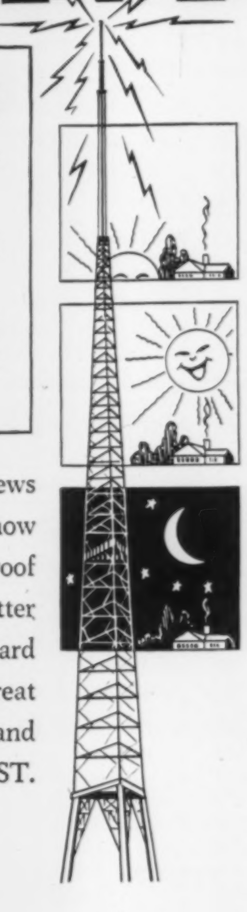
BOX SCORE

MORNING — 22 firsts out of 22 rated periods.

AFTERNOON — 22 firsts and 2 seconds out of 24 rated periods.

EVENING — 46 firsts (1 tie), 16 seconds (2 ties) out of 70 rated periods.

Every KRNT personality show and news period out-Hoopers every competing show in Des Moines! These ratings are proof conclusive that KRNT never was better — never a better buy! By every standard of comparison, KRNT is one of the great stations in the nation. We're big and growing bigger in a big market . . . FAST.



BUY THAT . . .
Very highly
Hooperated,
Sales results
premeditated,
CBS affiliated
Station in
Des Moines!

. . . and Here's Why:

KRNT . . . FIRST
in morning audience!

KRNT's audience (41.9% share) is 107.4% greater than the No. 2 station, and is larger than the combined total of the No. 3, 4, 5 and 6 rated stations . . . is 21.4% greater than No. 2 and 3 stations combined.

KRNT . . . FIRST
in afternoon audience!

KRNT's audience (46.9%) is 108.4% greater than the No. 2 station, and is larger than the combined total of No. 2, 3, 4 and 5 rated stations.

KRNT . . . FIRST
in evening audience!

KRNT's audience (37.0%) is 50.4% greater than the No. 2 station . . . is 131.3% greater than the No. 3 station.

KRNT . . . FIRST
in total rated time periods!

KRNT's audience (40.5%) is 79.2% greater than the No. 2 station, and is greater by 14.7% than the total of No. 2, 3 and 5 stations combined.

KRNT
DES MOINES

THE
REGISTER
AND
TRIBUNE
STATION

BUY THAT KNOW-HOW GO-NOW
STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS

Represented by **THE KATZ AGENCY . . . SOURCE: C. E. HOOPER DES MOINES AUDIENCE INDEX, OCTOBER, 1951**

open mike

The Throbbing Pulse

EDITOR:

On page 36 in the Jan. 14 issue of BROADCASTING appeared the following:

> **Dr. Matthew N. Chappell enjoys the respect of recall-rating proponents: he was the personal choice of Sydney Roslow, Director, The Pulse Inc., to be added to the Special Test Survey Committee. (See BROADCASTING Dec. 17, 1951). Dr. Chappell was nominated by Sydney Roslow during the Aug. 22, 1950, meeting in the presence of Lewis H. Avery, Kenneth H. Baker, Fred B. Manchee and A. Wells Wilbor. . . .**

This appeared in an ad by KJBS Broadcasters. I request the immediate publication of a retraction of this statement. If not, we will proceed to take the proper steps in the protection of our interests.

Enclosed is a copy of a letter from the Chairman of the Test Survey Committee [Kenneth H. Baker, then research director of NARTB] setting forth how Dr. Chappell was accepted by the expanded committee and indicating clearly that he was not the personal choice of mine and not nominated by me.

Sydney Roslow
Director
The Pulse Inc.
New York

[EDITOR'S NOTE: This excerpt from Dr. Baker's letter describes his recollection of the meeting: "As I remember it, you [Dr. Roslow] were not satisfied with the composition of the committee and you proposed that we augment it from the roster of the membership of the New York Radio Research Council. Several names from this roster were proposed and, as both you and [C. E. Hooper] agreed to a particular name, I stepped to the phone and called the individual and invited him to work with the committee. Both Larry Deckinger and Matt Chappell were selected in this way."

Though another person present at the meeting has informed BROADCASTING • TELECASTING that Dr. Roslow not only proposed the committee expansion but also the appointment of Dr. Chappell, we are glad to publish Dr. Baker's version (which establishes that Dr. Roslow certainly did not oppose the nomination) as forwarded by Dr. Roslow.]

* * *

Aw, G'wan

EDITOR:

. . . Four years ago, when I left radio to enter the field of industrial public relations, I cancelled my subscription, thinking of BROADCASTING • TELECASTING only as a "trade magazine." It did not take me long to realize my error. My need for full coverage of these two fields was immediate and that need has grown through the years. . . .

No other publication has expanded with the times as much as BROADCASTING • TELECASTING. It is invaluable to me in my operation.

Charles S. Zurhorst
Director, Special Projects
Oil Industry Information Committee
American Petroleum Institute
New York

* * *

Clarification

EDITOR:

Publicity given by your journal [B•T, Jan. 7] to the legal suit by Edward D. Robinson against Rocket Pictures Inc. has aggravated the state of confusion that has continued since the above defendants left our studio and adapted the use of a firm name so similar to ours, the original company.

Because of the confusion created by the use of the name "Rocket," the young defendant company is almost universally mistaken for our own old established company. . . . This, the Frederick K. Rockett Co., has never been involved in any contract breach with anyone in its 27 years of existence. . . .

F. K. Rockett
Frederick K. Rockett Co.
Hollywood

[EDITOR'S NOTE: Though the defendant was correctly identified in the B•T story, we're glad to publish this letter emphasizing that it was not the Frederick K. Rockett Co.]

* * *

How to Get a Gizmo

EDITOR:

My attention has just been called to an article in your Nov. 26 issue, page 150, captioned "Trick Shots with the Gizmo." . . . .

We are going to start a commercial film subsidiary business just as soon as TV is unfrozen here in Peoria, and would like to find out all about this new gizmo. Will you please put us on the right track to get the information?

J. J. Keith
General Manager
Mace Adv. Agency
Peoria, Ill.

[EDITOR'S NOTE: Information may be had from George Gould, Rockhill Productions, 18 East 50th St., New York 22, N. Y.]

* * *

Fight, Fight, Faught

EDITOR:

As I read your editorial this week on "Phonevisionaries," the comforting thought occurred to me that the other visionaries, with whom you have me bracketed, have been egregiously successful in pursuing their past visions of how the tides of new ideas were likely to run.

As you observe editorially, those of us who believe in the potentials of subscription telecasting have highly diverging reasons for our interest and, taken together, make

(Continued on page 76)

17 OUT OF 18 PREFER WDAY, FARGO!

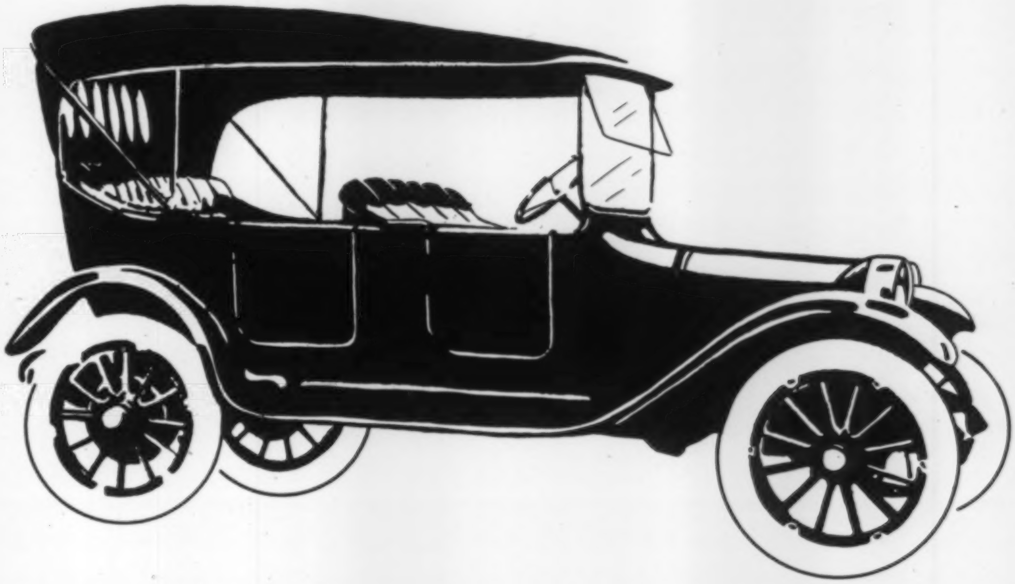
According to an independent survey made by students at North Dakota Agricultural College, *17 out of 18 families within a 90-mile radius of Fargo prefer WDAY to any other station.* 3,969 farm families in the rich Red River Valley were asked, "To what radio station does your family listen most?" 78.6% said WDAY, with the next station getting only 4.4%!

Fargo-Moorhead Hoopers credit WDAY with much the same overwhelming popularity "in town". Despite the fact that the other three major networks are represented with local studios, WDAY consistently gets a 3-to-1 greater Share of Audience than all other Fargo-Moorhead stations combined!

WDAY is one of America's *great radio buys*, serving one of America's *great farm markets.* Write direct or ask Free & Peters for the facts!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives



You're too smart...

. . . to pay $3,000 for a 1914 automobile. Yet once upon a time some models did cost that much . . . and they were worth it — then!

Radio time buying, too, is a new science today — at least in Milwaukee. Rates have changed and audiences, too. Be sure you are getting a modern value in the Milwaukee market. Buy WEMP!

For $50, $75, $100, $150 or more you can buy
2 times the audience of Network Station #1
2½ times the audience of Network Station #2

	NUMBER	COST PER WEEK	TOT. WEEKLY HOOPER
WEMP	14 100-Word Spots	$108.00	57.3
Net Station #1	5 100-Word Spots	$122.50	33.0
Net Station #2	5 100-Word Spots	$116.20	24.0

Join other shrewd national advertisers using high-rated, low cost saturation schedules on one of the nation's strongest independent stations!

*Based on best rated periods, 8:00 a.m. to 6:00 p.m., according to Oct.-Feb., 1951, Hooper Comprehensive.

WEMP MILWAUKEE
1340 ON YOUR DIAL
WEMP-FM CHANNEL 231

24 HOURS OF MUSIC, NEWS AND SPORTS
Hugh Boice, Gen. Mgr. HEADLEY REED, Nat. Rep.

Available!

FOR THE FIRST TIME IN OVER FIVE YEARS, "DUTCH" BERGMAN'S SPORTS SHOW, ON WRC, IS AVAILABLE FOR SPONSORSHIP.

6:35 p.m.—Monday through Friday

When Arthur J. "Dutch" Bergman takes to the air for his nightly sports show on WRC, he brings with him a background rich in athletic experience. Before joining the WRC sports staff eight years ago, "Dutch" had chalked up several years as head coach and scout for the Washington Redskins and ten years as athletic director and head football coach at Catholic University.

The flavor of Bergman's big-league contacts with sports luminaries across the country and down to the average fan provides a tightly edited ten minutes of radio sports reporting. Bergman's sports show is the highest-rated of its kind in the early evening hours.

This availability can't last long, so get on the phone right away and call your nearest NBC Spot Sales office or the WRC Sales Department, REpublic 4000.

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

Extending mutual contratulations on WJOY's winning first prize are (l to r): Mrs. Malcolm Jones, Friendly Town chairman in Burlington; Val Carter, WJOY announcer; Peter Bove, Vermont Fresh Air chairman, and Alfred E. Spokes, WJOY manager

WJOY Burlington, Vt., has learned that public service, thoroughly done, can be a rewarding activity.

The Vermont Broadcasting Corp. station was awarded first prize in the radio contest conducted by the New York *Herald Tribune* [B•T, Dec. 31, 1951].

Efforts poured into the *Herald Tribune's* "Fresh Air Fund" campaign included a total of 356 spot announcements and more than 38 hours of special programming by WJOY.

Richard H. Burt, WJOY promotion manager, commented, "It became literally impossible for anyone to turn on their radio for more than two hours within the 18-day period of our campaign without becoming exposed to the Fresh Air Homes appeal. Never before in the history of Burlington had one campaign received such extensive treatment.

Describing a publicity chain reaction which spread throughout the nation, Mr. Burt said the station received national publicity over ABC (of which WJOY is an affiliate), in the *Herald Tribune* and in various trade magazines.

This publicity evoked congratulatory letters from interested parties throughout the United States. Local listeners phoned in their best wishes; advertisers took note of the pride the whole community took in the honor won by WJOY, the station reported.

"Following through," said Mr. Burt, "the promotion department prepared a printed flyer that was mailed to all sponsors and potential sponsors which contained the *Herald Tribune* clipping and the inference that WJOY could do a great selling job."

In summation, he concluded that there are four major points in making public service pay: (1) Get an exclusive radio station project; (2) get a project with measurable results; (3) one big project is better than several small ones, and (4) work through a good organization and long-range planning to put the campaign across.

WDSU-AM-FM-TV New Orleans was host at a luncheon to officials of the Shell Oil Co. to discuss future promotion plans. Among those attending were (l to r): Gay Batson, WDSU chief announcer; R. C. Higgenbotham, Shell merchandising district representative; Marion Annenberg, WDSU promotion manager; Dean Burks, Shell division manager; A. Louis Read, WDSU commercial manager and vice president, who served as official host; B. P. Taylor, Shell salesman; Edward Dorrity, WDSU continuity director, and J. P. Friedman and R. A. Dubroca, Shell sales representatives.

IF YOU'RE INTERESTED IN RESULTS...

Just Recently, One Single Announcement by WISN's Ann Leslie Produced 570 Mail Replies. That's Getting Real Results!

And WISN Can Get Real Results In Milwaukee for You, Too, Because WISN Offers You A Big Audience PLUS Listener-Confidence.

You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO

WISN CBS

5000 WATTS

Represented by KATZ Agency

he spins yarns for yarn spinners

COLOSSUS OF THE CAROLINAS

Workers in the Carolinas' 2 billion dollar textile industry are an important segment of WBT's listening audience of 3,000,000 who have elevated Grady Cole to the rank of premier radio personality of the Southeast. Grady's knowledge of the Carolina buying public is unmatched—his sales knack cannot be imitated. If you have anything—repeat *anything*—to sell to the Carolinas, Grady is your man.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

SELL THE HEART OF MARY

OVER **WFBR** BALTIMORE, MARYLAND'S MO

What better keynote to a radio station's successful selling operation than smart local programming? This—plus unusually aggressive audience promotion and dealer merchandising—goes far to explain the results advertisers chalk up over WFBR. Maryland's pioneer station and foremost award winner for showmanship, WFBR can point to an amazingly loyal roster of listeners in the nation's twelfth market—and beyond into a trading area that accounts for 85% of the State's retail sales.

Shows like "Club 1300" (sole vehicle for many a happy advertiser)... "Morning in Maryland", top morning program in the Baltimore area... "Every Woman's Hour", the #1 woman's program... "Nelson Baker Show", "The Happy Hour", "Melody Ballroom", "Shoppin' Fun"... are only a few of the highly listenable, strongly station-merchandised programs that are daily winging sales upward for sponsors.

John Blair & Company, for ten years exclusive representatives of WFBR, has seen what this kind of local action, backed by ABC affiliation and important coverage on 5000 watts, 1300 kilocycles, can do for the advertiser who wants to get down to business... reasonably, and fast! Call your John Blair man today!

MELODY BALLROOM
WFBR
WFBR

RALPH PHILLIPS and **BILL LEFEVRE** mix chatter and popular music for a live audi-

ence f
"Melo

JOHN E. SURRICK, Vice President and General Manager of WFBR.

WILLIAM S. PIRIE,
Sales Director of WFBR.

ROBERT S. MASLIN, JR.
Secretary and Advertising-Promotion Director of WFBR.

JOHN BLAIR & COMPAN
specializes in radio rep
resentation exclusivel
Since we are entirely re
moved from any other op
eration or function, w
are able to give the st
tions we represent ou
full time and our full e
forts ... as specialists i
selling via spot radi

YLAND THE JOHN BLAIR WAY

D'S MOST SALES-MINDED RADIO STATION

ence from 4 to 6 every afternoon, have made "Melody Ballroom" a solid hit.

WHEREVER YOU GO THERE'S RADIO

"CLUB 1300", a live audience variety program featuring 22 entertainers, is the biggest show and the biggest draw in town. A single announcement that tickets were available brought 121,000 requests.

DON HAMILTON and **HELEN BROOKS** conduct "Every Woman's Hour", Baltimore's number one woman's program. This participating show has been on the air thirteen years, is a tremendous mail-puller.

PHIL and **JIM CRIST'S** "Morning in Maryland" is Baltimore's leading disc program, has been on the air 16 years. This famous brother team diverts listeners with hilarious comment.

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

"Outstanding results with KWKH"

Says MASON JACKSON, JR.

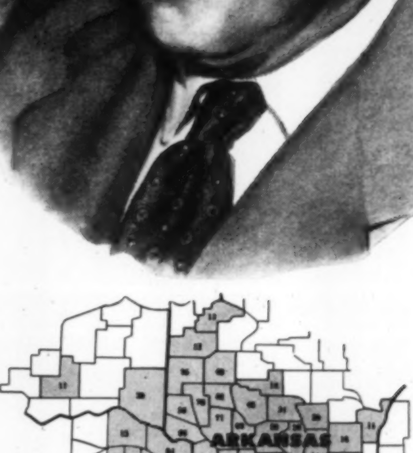
The Mason Jackson Company, Shreveport

IMPORTANT LOUISIANA FOOD BROKER

The Mason Jackson Company is one of the best-known food brokerage houses in the Louisiana-Arkansas-Texas area. It is a hard-hitting organization headed up by a man who *knows selling*. This is what he recently wrote us:

"Complete coverage of a trading area brings outstanding results. That has been our experience with KWKH's complete coverage of Northwest Louisiana, Southwest Arkansas and East Texas, the Ark-La-Tex. As food brokers, serving this vast area, we have been well pleased with the results obtained for our products.

(Signed) *Mason Jackson, Jr.*"



KWKH DAYTIME BMB MAP

Study No. 2—Spring 1949

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH

A Shreveport Times Station

Texas
SHREVEPORT LOUISIANA
Arkansas

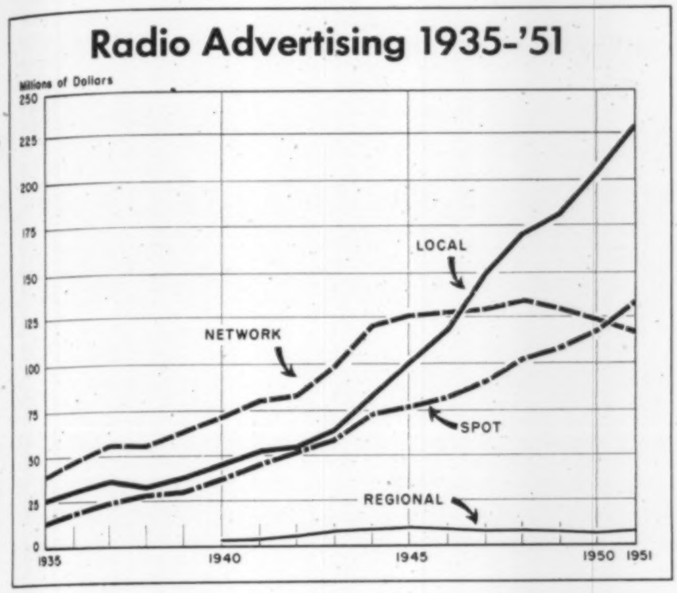
50,000 Watts · CBS ·

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING

VOL. 42, No. 3 JANUARY 21, 1952



Radio Advertising 1935-'51

Here's the business record of a year that some people have been saying was the most troubled in radio's history. The record shows that the gloom was hardly justified. For in 1951, radio time sales volume was the biggest ever. . . .

...$485.4 MILLION

THE VOLUME of radio time sales in 1951 rose nearly $32 million over sales in 1950—itself a record year—to reach a history-making level of $485.4 million.

The 1951 estimates of radio business volume will appear in the 1952 BROADCASTING YEARBOOK which is scheduled to go into the mails Jan. 28. The estimates are based on a formula that has been used for 14 years. (BROADCASTING estimates of total volume in 1950, published a year ago in the YEARBOOK for 1951, were within one-tenth of one percent of the final, official tabulation for 1950 issued by the FCC only two weeks ago.)

Where did the money come from?

Local Gold Mine

By far the biggest part came from local advertisers who increased their 1951 spending 11.4% over that of 1950 to contribute $227.4 million to stations throughout the country.

The next biggest spenders were national and regional spot advertisers. They spent $134.2 million—up 13.1% over 1950.

For the first time, spot revenue outran network in 1951. National network volume was $116.6 million, down 6.4% from 1950.

Regional and miscellaneous network advertisers spent $7.1 million, 3.3% over their investments the year before.

It should be pointed out that these figures represent receipts from sale of time, after deductions for frequency and promotional discounts but before deduction of commissions for agencies or national sales representatives. They do not include the very large sums spent on talent and production.

It is possible that if these production expenses to the advertiser were added in, the total of radio business, time and talent, would add up to $200 million more than the expenditures for time alone.

Advertiser spending in the four types of radio advertising—national network, regional network, spot and local—followed a trend that has been discernible for some three years since network revenues began turning downward from their peak of $133.7 million in 1948 (see chart this page).

In 1951, the pattern continued. Network was down; spot and local were up; regional network, though up slightly, was within the general orbit in which it has resided for nearly a decade.

And the total volume, including all four kinds of radio, was in the pattern that has persisted since records of net time sales have been kept. Billings have increased every year. In 1951, however, the $31,927,676 increase over 1950 sales of $453,564,930 was a bigger jump than in any year since 1948.

Gross time billings in 1951, as estimated by the YEARBOOK, were $723,810,000, compared with $672,551,000 in 1950. These figures, representing all time sold valued at the one-time advertising rate, are useful chiefly for comparisons with rival media whose gross billings, similarly computed, are recorded by Publishers Information Bureau.

Radio Leads Magazines

Radio, by that yardstick, was miles ahead of magazines. The total gross advertising in the some 100 general and national farm magazines included in the PIB figures was $511.2 million in 1951, some $12.6 million shy of radio's gross billings.

No newspaper dollar figures, comparable either with radio net time sales or gross billings, are available.

In addition to the detailed surveys on radio net and gross time sales, the BROADCASTING YEARBOOK will present some 500 pages of basic information on the radio medium.

The 18th YEARBOOK to be issued by Broadcasting Publications Inc., the 1952 volume will include all the sections that have made the YEARBOOK a basic reference work in radio, and will contain added data and new features.

Many of the directories have been expanded. These include complete information on advertising agencies dealing in radio, advertisers who buy radio time, radio representatives, transcription and programming firms, network executives and personnel, as well as all other services relating to broadcasting.

The station directory, which includes every AM and FM station on the air, has been enlarged to accommodate additional personnel listings.

A TELECASTING YEARBOOK, counterpart of the BROADCASTING YEARBOOK, is being published as the first such authoritative source work in the television field. The TELECASTING YEARBOOK will be published next month.

RADIO NET TIME SALES 1950-1951

Class of Business	*1950*	*% Total*	*1951 (Estimated)*	*% Total*
National Network	$124,633,089	27.5	$116,641,381	24.0
Regional & Miscellaneous Network	6,897,127	1.5	7,125,000	1.5
National & Regional Non-Network	118,823,880	26.2	134,291,439	27.7
Local	203,210,834	44.8	227,434,786	46.8
TOTAL	$453,564,930	100.0	$485,492,606	100.0

WESTINGHOUSE

Buys Full CBS Radio

WESTINGHOUSE Electric Corp. changed its mind last week and signed for use of CBS Radio's full network, instead of less than one-third of the affiliated stations, for its 1952 political convention, campaign and election coverage.

John Karol, CBS Radio vice president in charge of network sales, announced Thursday that the sponsor had decided to use all 193 CBS Radio affiliates rather than the 63 originally contracted for under the network's new "Selective Facilities Plan." The question of full-network sponsorship had been in negotiation for some time [B•T, Jan. 14].

It could not be learned immediately to what extent, if any, the expanded use of radio might be attributed to NBC-TV's seeming lead (for Philco Corp.) over CBS-TV in lining up TV stations to carry its political coverage in one-station markets.

Westinghouse originally had planned to cover a total of 100 markets, using television in interconnected cities and reaching the rest by radio [B•T, Dec. 31, 1951]. It is covering both Democratic and Republican conventions, a 13-week get-out-the-vote campaign, and the elections.

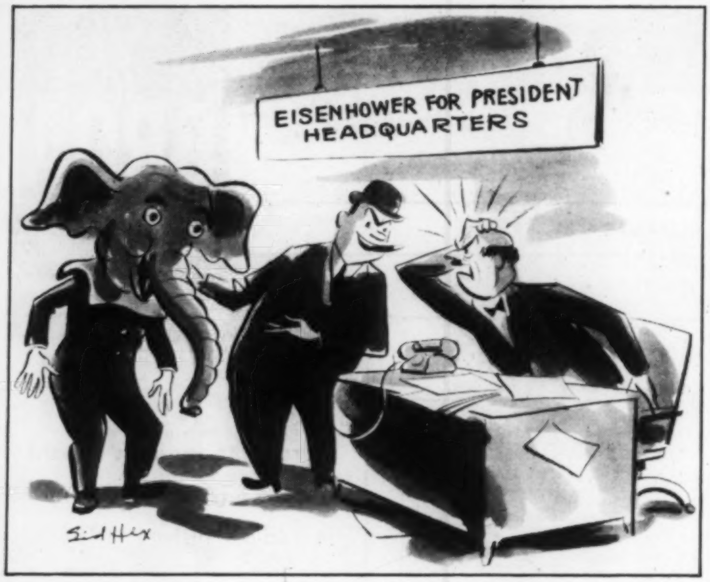
Via NBC, Philco is sponsoring both radio and TV coverage of the conventions plus certain pre-convention activities and the election results.

ABC meanwhile has announced that it will sell time—both radio and TV—to Presidential candidates and supporters, effective immediately [B•T, Jan. 14], and NBC is considering adopting the same policy, though officials said late last week that no final decision had been reached.

It was reported, however, that Citizens for Eisenhower would buy time at least on NBC's New York stations and possibly the network for a rally and entertainment program scheduled at Madison Square Garden on Feb. 8 to launch the New York campaign for nomination of Gen. Dwight D. Eisenhower. Present plans are to send the program to Paris by two-way radio. Tex McCrary, NBC commentator, will be chairman of the rally, slated from 11 p.m. to 1 a.m.

McKeachie Named

WILLIAM E. McKeachie, vice president and creative director of McCann-Erickson, has been appointed chairman of McCann-Erickson Ltd. and supervisor of the agency's operations in Europe. He will be stationed in London and will be responsible for the agency's offices, in London, Paris, Brussels, Frankfort, Hamburg and Cologne. Mr. McKeachie succeeds Hugh A. Mitchell, who, after six years abroad, assumes new duties in the New York office as service division manager.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Think of the impact, Boss. When Ike wears this on TV the voters will know who's the real 'Mr. Republican'."

ZIV DIVISIONS

Halliday, Nevin Named

TWO new divisions, to be headed by Stuart E. Halliday and William A. Nevin with titles of divisional sales manager, have been created by Frederic W. Ziv Co., New York, producers of transcribed syndicated radio programs, Executive Vice President John L. Sinn announced Tuesday.

Mr. Halliday

Mr. Nevin

Mr. Halliday, a sales representative for the Ziv Co. for the last two years, will head the division which includes Indiana, the southern portion of Illinois and eastern portion of Missouri. He resides in Carmel, Ind.

Mr. Nevin, also with Ziv sales for the past two years, will include Wisconsin and Minnesota in his division. He resides in Milwaukee.

In announcing the promotion, effective immediately, Mr. Sinn said creating the new divisions is part of an internal expansion plan, keyed by the recent announcement that production had started on Ziv's newest radio series, *I was a Communist For The FBI.*

Named Ad V.P.

IRWIN B. JORDAN JR., general manager of the military division, Stetson Co., New York, has been appointed vice president in charge of advertising for the firm.

SILVER STAR BUYS

On Nearly 100 Outlets

MOST extensive local radio campaign in the history of American Safety Razor Corp., Brooklyn, for Silver Star Duridium blades, was announced by the company last week.

"Across-the-week" strip programming will be used on close to 100 stations in 75 key markets, it was stated. A full six-month schedule is already set with a total of 7,436 announcements in that period.

To reach the man market, campaign is to be concentrated on the "early-bird" programs, with sports shows and newscasts also included. Agency is McCann-Erickson, New York.

Company is supplying retailers with special promotional materials to tie-in with the drive, distributed through cooperation of merchandising and promotional staffs of the stations.

CHAMBER DRIVE

Script Service Underway

SOME 2,600 chambers of commerce last week were to receive sample radio scripts in what is reported to be the first step in a major campaign urging use of radio and television to sell the basic democratic principles.

Campaign is being conducted by the U. S. Chamber of Commerce among its members. Letters detailing the campaign accompanied the sample radio scripts. Future releases to member units include a series of disc and tape recorded programs, special features and programs of greater scope, and material to better acquaint member organizations with the value of radio and how to use it.

FORT INDUSTRY

Jones and Bailey Resign

AS PART of a planned general reorganization of Fort Industry Co. operations, Lee B. Wailes, operating vice president, last week announced the resignation of Richard E. (Dick) Jones, northern district vice president and general manager of WJBK-AM-FM-TV Detroit, and of James E. Bailey, vice president and managing director of WAGA-AM-FM-TV Atlanta [B•T, Jan. 14].

The resignations, it was reported, grew out of differences of opinion in basic operating policies of the company contemplated under the overall reorganization.

The Fort Industry Co. had retained Booz, Allen & Hamilton, consulting management firm, to appraise the operations of the company, which has undergone rapid expansion in the past few years. Now operating seven AM, six FM and four television stations, the company is headed by George B. Storer, president and principal owner.

Mr. Jones, with Fort Industry for three years, has not announced his future plans. Mr. Bailey, who joined Fort Industry in 1944, had been in ill health and, it was reported, planned to take a short rest before disclosing his plans, said to include possible station ownership-management.

Mr. Jones

Mr. Bailey

Wailes, Kettler Duties

Mr. Wailes has taken over active direction of the Detroit properties and Stanton P. (Pete) Kettler, southern district vice president headquartered in Miami (WGBS), has taken over temporarily active direction of the Atlanta operations.

Plans for the reorganization, it was learned, were considered at a meeting of the Fort Industry board at Key Largo a fortnight ago. The reorganization will be announced within the next few weeks, it is understood.

Name Adm. Miller

REAR ADMIRAL Harold B. Miller, USN (Ret.) has been elected president of National Committee for a Free Europe, operator of Radio Free Europe. He succeeds C. D. Jackson, publisher of *Fortune* magazine. Adm. Miller will be granted leave of absence from American Petroleum Institute, where he is director of public information, to accept assignment.

WOR MERGER

General Tire Gets MBS Control

MERGER OF General Teleradio, Inc. (WOR-AM-FM-TV New York) with Thomas S. Lee Enterprises was approved by the FCC last Thursday, which has the collateral effect of placing control of Mutual Broadcasting System with General Tire & Rubber Co. The transaction involves payment to R. H. Macy & Co., giant department store enterprise, of $3,850,000, plus a 10% interest in the newly unified company.

Under the Commission's action, two secondary steps must be taken prior to formal transfer of the properties. WICC Bridgeport, now part of Lee's Yankee Network division, will be transferred to the present owners of WLIZ of that city for $200,000. This reduces the overall Lee corporation AM station holding to seven and at the same time eliminates an overlap factor with WOR. In turn, the present owners of WLIZ must dispose of that daytime station either by sale or cessation of operation. That is essential to comply with the "duopoly" regulation precluding ownership of more than one station of the same class in one market.

Mr. O'Neil

Dispelling reports of imminent high level changes, Thomas F. O'Neil, General Tire & Rubber vice president, told BROADCASTING • TELECASTING, coincident with the FCC aproval, that the "home rule" of the WOR properties as well as of Mutual, would remain. He voiced praise for both the WOR and the Mutual operations under T. C. Streibert, president of General Teleradio, and Frank K. White, president of Mutual.

Continues as President

Mr. Streibert will continue as president of the WOR division with other executives continuing in their present capacities. The same will hold at Mutual. Mr. O'Neil pointed out that each unit has functioned autonomously except for the coordination that exists between a network and its New York key station of program clearance.

It is logical to suppose that policy changes eventually will be invoked in keeping with the aggressive General Tire business philosophy. These, however, will be enunciated after reorganization of the corporate structure.

It is expected that with the fusion, additional money will be placed into the overall properties, notably in TV expansion. The merger brings into the operation, aside from Mutual control, the seven AM stations plus three TV (WOR-TV KHJ-TV Los Angeles, and WNAC-TV Boston). This is regarded as an effective nucleus for a television network, ultimately to operate in conjunction with Mutual's radio network.

Coincident with the merger approval, which came without a hearing, the FCC rejected the request of Garo W. Ray, consulting engineer, that the WICC license be revoked and the frequency thrown open for new applicants [B•T, Dec. 31, 1951]. In a letter to Mr. Ray the FCC said his proposal was inconsistent with Commission policy and that its action approving the sale of WICC contingent upon disposition of WLIZ conformed with past Commission actions.

Five Voted Approval

Five members of the Commission (Coy, Hyde, Jones, Sterling and Hennock) voted for approval of the merger, one of the largest transactions in radio-TV annals. Vice Chairman Walker, however, voted for hearing consistent with his policy on mergers or station sales involving substantial amounts.

Approval of the merger conveys to General Tire, through Thomas S. Lee, nearly 60% of the stock ownership in Mutual. In the process, Lee acquires the 19.6% held by General Teleradio Inc., licensee of the WOR properties, in Mutual. Yankee Network and Don Lee, likewise General Tire properties, each holds a similar percentage in Mutual. Macy, in turn, will hold 10% of the Thomas S. Lee stock.

Heading up the new operation is 36-year-old Thomas F. O'Neil, who, in addition to being vice president of General Tire, is also president of Lee Enterprises and chairman of MBS. He is the radio-TV operating member of the family of W. O'Neil, president of General Tire.

Formal transfer of the properties, pursuant to the FCC action, has been set for Jan. 25 in New York. Under the terms of the merger, there will be cumulative voting for directors and the 10% held by Macy entitles election of at least one director. It is regarded as certain that Jack I. Straus, Macy president, will become a board member, possibly along with Edwin F. Chinlund, vice president and treasurer and nationally known economic authority.

The by-laws of MBS forbid any one entity voting more than 30% of the stock. The Lee corporation has held nearly 40% of the stock, however, since its acquisition in 1950 of Don Lee on the West Coast. It is expected that revision of the by-laws will be upcoming, following the formal transfer.

Chances are that the corporate name of Thomas S. Lee Enterprises will be changed to General Teleradio, transferring the title from the WOR operations.

Among other Mutual stockholders, the *Chicago Tribune* (WGN-AM-FM-TV) is the only one presently operating a TV station. It holds 19.3% in Mutual. Other stockholders are United Broadcasting Co. (WHK Cleveland, WHKC Columbus and WHKK Akron) 10.4%; Pennsylvania Broadcasting Co. (WIP Philadelphia) 6.1%, and CKLW Windsor-Detroit, 6.1%.

Mr. Streibert

Mr. Straus

Terms of Transaction

Terms of the merger transaction, as shown in the application approved by the FCC, state that Lee Enterprises pay $1,200,000 for WOR Program Service Inc.; $1,300,000 for the merger; $1,350,000 for indebtedness of General Teleradio to R. H. Macy. Macy also gets 732 shares of Lee Enterprises'

(Continued on page 38)

PARAMOUNT CASE

DuMont Denies Control

OPENING sessions of the Paramount hearing last week saw Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories Inc., reveal that he had offered Paramount Pictures $12 million for its 560,000 shares of Class B stock.

Dr. DuMont also disclosed that the DuMont Television Network had begun to show a profit "the last several months."

He estimated that all three owned and operated DuMont TV stations would show a profit in 1952.

He also declared that if DuMont is permitted five stations it would apply for Boston and St. Louis, withdrawing pending applications for Cleveland and Cincinnati.

First phase of Paramount hearing—which involves merger of ABC and United Paramount Theatres Inc., as well as questions of anti-trust violations, license renewals, etc. [B•T, Aug. 13, 1951, et seq.]—was devoted to question of control of DuMont by Paramount.

FCC has held on two previous occasions that Paramount exercises control over DuMont. This has limited DuMont to its present three TV stations (WABD New York, WTTG Washington, WDTV Pittsburgh) and Paramount to two stations (KTLA Los Angeles and WBKB Chicago).

Sessions started last Tuesday before FCC Hearing Examiner Leo Resnick are scheduled to continue until the conclusion of the DuMont issues. Paramount issues will be taken up beginning Feb. 4, following a recess in the hearings.

Witnesses up through Thursday in addition to Dr. DuMont were Bernard Goodwin, secretary of DuMont Labs., and Dr. T. T. Goldsmith, director of research of DuMont Labs.

Mr. Goodwin is also a vice president of Paramount Television Productions Inc., vice president and general manager of Famous Music Corp. and Paramount Music Corp. (all subsidiaries of Paramount Pictures), and production manager of all motion picture short subjects made by the Hollywood producing company.

Others to Appear

Scheduled to appear are Chris J. Witting, DuMont Network director and general manager; James L. Caddigan, network director of programming and production; Rodney D. Chipp, network engineering director; Walter Compton, manager, WTTG; Harold C. Lund, manager, WDTV, and B. L. Graham, company controller.

Various steps explored to eliminate Paramount's position in the company—which it procured when it invested $164,000 in the then infant electronics firm in 1938—were related at last week's hearing by Dr. DuMont.

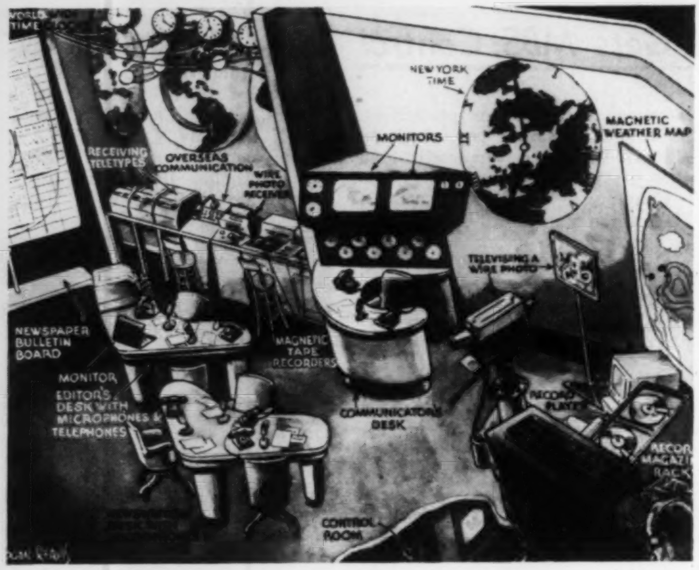
Testimony indicated that ever since the 1946 Washington TV hearing, when DuMont Labs. was granted a construction permit for WTTG, Dr. DuMont and associates have been trying to realign Paramount's holdings to cancel what the FCC found to be "control" of DuMont. Same finding was made in proposed decision in 1948 in separate hearing on Cleveland-Boston-Detroit applications (DuMont was an applicant for Cleveland; Paramount subsidiaries for Boston and Detroit).

Dr. DuMont testified that the $12 million each offer for Paramount Class B stock was declined by the motion picture company because it did not want a cash sale.

Other ideas, that ranged from unproductive discussions to one serious negotiation which was at drafting - of - agreements - stage included (a) converting B stock into A stock, (b) sale of B stock to other interests, (c) Paramount offer to FCC to waive its right to solicit proxies for the 43,200 Class A shares it owns (2.8%).

Introduced at hearing was a copy of a Jan. 12 letter Dr. DuMont wrote to Barney Balaban, president of Paramount Pictures Inc., suggesting Paramount reduce its

(Continued on page 36)



ELECTRONIC wonderland is depicted in this sketch of the world news center located in RCA Exhibition Hall, New York, and originating studio for NBC TV's *Today*, with Dave Garroway as communicator. Room contains latest electronic products of communications industry. Pictures, weather reports, news messages and verbal reports of NBC global correspondents are received daily. Glass windows permit pedestrians to watch program. They later are invited inside for personal inspection.

* * *

IN REVIEW

TODAY arrived last week after an avalanche of advance bulletins from an awestruck NBC-TV, suggesting that the program would be of greater historical consequence than the invention of the printing press. Now that this elaborate undertaking has been inspected in detail, it is possible to report that Gutenberg's reputation is not threatened.

One must add that at *Today's* present level of development, a lesser discovery, the early morning news and record show on radio, is not apt to be forced immediately into discard either.

The basic trouble with the program is that it is trying to live up to an impossible set of standards. No one television show can deliver the contents of the Library of Congress to America's living rooms and that is just about what its originators envision *Today* as attempting.

In its desperate efforts to cover the full scope of the assignment it has given, *Today* does a superficial job. A news story becomes a mere headline. A phonograph record designed to play for three minutes is cut off at one, or less. Heaven knows how much money is spent on trans-Atlantic circuits to demonstrate nothing more than the fact that it is possible to arrange a trivial conversation between London and New York.

The studio in which the show is produced is so outfitted with clocks (one showing the time in Calcutta, a hot-bed of interest to Indian viewers), charts, flashing lights, telephones, tape recorders, control panels and whatnot as to suggest it was designed by the producers of *Captain Video* or *Space Cadet*. It is restless scenery and is peopled by a small army of restless technicians, newscasters and unidentifiable functionaries.

Program: Today, NBC-TV, Mon.-Fri. 7-9 a.m.
Approx. Cost: $35,000 per week.
Sponsor: Kiplinger Washington Agency Inc.
Agency: Albert Frank-Guenther Law, New York.
Production Director: A. A. Schechter.
Executive Producer: Mort Werner.
Producer-Editors: Bill Stuart, Charlie Speer.
Music & Entertainment Editor: Joe Thompson.
News Editor: James Fleming.
Feature Editors: Jerry Green, Jerry Gross.
Communicator: Dave Garroway.
Asst. Communicator: Jack Lescoulie.

The whole effect would be that of St. Vitus' dance brought to the screen, were it not for the restorative presence of the man who now saves the show and can, with proper support, establish it as an important television feature.

A less imperturbable master of ceremonies than Dave Garroway would probably lose his mind in these busy surroundings. Mr. Garroway, fortunately, preserves his characteristic calm and, at last report, his eminent sanity. One feels that *Today* will achieve success only if the rest of the activities are toned down to correspond more closely to Mr. Garroway's natural deportment.

At this period of communication history it is not enough to go to London just to prove it can be done. To make the electronic trip interesting, there must be somebody in London who has something to say. It is not enough to give the whole world's news in two minutes (and repeat the truncated report time after time without change). It is not enough to say only that *Look* magazine is published today and carries a story of NBC-TV stars Martin and Lewis (unless such mention is identified as a commercial), or that Fleur Cowles' book, *Bloody Precedent*, is published today with only fragmentary comment on it (unless press agentry is to be substituted for creative script writing).

One part of the Tuesday production of *Today* could be used as a model for future development of the program. Mr. Garroway interviewed John Chapman, drama critic of the *New York Daily News*, and got his professional opinion of "Fancy Meeting You Again," a Broadway opening of the night before.

Mr. Chapman had not been impressed by the play and said so, with reasons.

After he had presented his review, Mr. Garroway played a tape recording of interviews made the night before with members of the audience at the theatre. Unanimously they loved it.

This was imaginative and an example of the kind of foresighted thinking that it will be necessary to employ consistently to make this program a success.

Such a wealth of money and facilities is being budgeted for *Today* that it remains only for production genius to figure out how to use it. The problem is not insurmountable. The first job is to limit the number of things that the program will try to do in two hours each day and then go about doing them well.

As long as *Today* tries to be everything (including being both a radio and television show) that will be of interest to everybody, it will succeed only in being a costly what-is-it, running a poor second in music and news to radio in the competition for the morning audience.

'Today's' Beat

NBC-TV's new two-hour morning show *Today* claimed a newsbeat last Monday on its first day on the air. Spokesmen said *Today's* 9:23 a.m. report of the Northeast Airlines crash into New York's East River "scooped all networks and stations." Presumably the scoopees included NBC's WNBT (TV) New York, since WNBT like other eastern stations carries *Today* only from 7-9 a.m. EST, while the program runs another hour for benefit of midwest viewers (7-9 a.m., CST).

HART LEAVING BAB

No Successor Named Yet

RESIGNATION of Lee Hart as retail sales and advertising specialist for BAB was announced last week, effective Feb. 1. She is resigning after eight years with BAB and its predecessor, Broadcast Advertising Dept. of NAB, to make her home in Hollywood, Calif.

Miss Hart

BAB President William B. Ryan described Miss Hart as radio's "ambassador" to the nation's retailers, and said her contributions represent "one of the outstanding sales and promotion jobs done in the history of the radio business."

Miss Hart is responsible for many of BAB's plans for retailers. She conducted the famed Joske's study and wrote the resulting report; originated the BAB "Copy Formula" and "Copy-Minded Selling Aids" service, and wrote such special presentations as "Radio's Feminine Touch," the "Hecht Co. TV Report," and, most recently, the "Count Your Customers" collection on radio's impact.

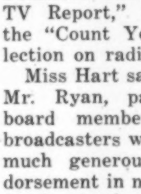
Miss Hart said: "I want to thank Mr. Ryan, past BAB directors, board members and the many broadcasters who have given me so much generous support and endorsement in my work. If I weren't moving to the West Coast it would be impossible for me to leave BAB at a time when Mr. Ryan and a terrific staff team are producing the most complete and effective sales aid service for the radio industry which has ever been accomplished."

Miss Hart has been on special assignment for BAB in Chicago for several months. No successor has been named.

DOTY RESIGNS FCC POST

Joines D.C. Law Firm

DWIGHT D. DOTY, chief of the FCC Renewal and Transfer Division, Broadcast Bureau, resigned Jan. 14 to become associated with the Washington law firm of Haley, McKenna & Wilkinson. Walter R. Powell, chief of the Transfer Branch, has been named acting chief of the Renewal and Transfer Division.



Mr. Doty

Mr. Doty joined the FCC in 1947. Before that he was with the Lands Division of Justice Dept. After being graduated from Georgetown Law School in 1934, Mr. Doty was law clerk to the late Judge Oscar E. Bland of the Court of Customs and Patent Appeals in Washington.

WATCH BUDGETS

Increase Seen for '52

By FLORENCE SMALL

IN A SUBSTANTIAL increase over last year's near-record budgets, a quintet of watch manufacturers will spend more than $10 million in radio and television, spot and network, in 1952, BROADCASTING • TELECASTING learned last week.

Bulova Watch Co., the largest spender and one of the greatest sellers of watches, expects to appropriate in excess of $4 million for its spot radio and TV campaign. The firm uses every television station in the country, with an average of 20 spots per week, and every radio market of at least 10,000 population.

Bulova's sales in 1951 registered an increase directly traceable to its radio and TV campaign, resulting in the greater appropriation for 1952. More than 90% of the company's entire advertising budget is allocated to radio and TV.

Bulova, a radio and TV veteran, was the first watch manufacturer to use time signals in radio and television in addition to having purchased the first time signals in color television. The firm has been using radio chain breaks for the past quarter of a century. Biow Co., New York, is its agency.

Benrus Budget Increases

Benrus Watch Co. will spend over $3 million in its advertising and sales promotion for 1952, it was revealed as the climax of the annual Benrus sales and advertising meeting held last week in New York.

The meeting, attended by the Benrus executive group, nationwide Benrus sales representatives and J. D. Tarcher Adv. executives, was largely devoted to a discussion of 1952 advertising plans. The $3 million budget represents a substantial increase over other years, according to the company, and will be devoted to continued sponsorship of *Your Show of Shows* on television, starring Sid Caesar and Imogene Coca, Saturday night on NBC-TV, and to an expanded schedule of radio and TV spot announcements.

Gruen Watch Co., Cincinnati, which spends an estimated $800,000 in television alone, has put through its plans, which called for the moving of *The Gruen Theatre* from ABC-TV to the DuMont Network last Thursday, Jan. 17, 9-9:30 p.m., alternate weeks. In addition, Gruen has placed the program on a spot basis in markets where it cannot get a DuMont-cleared station. McCann-Erickson, New York, is the agency.

Helbros Watch Co. has created 12 watches especially for the Damon Runyon Cancer Fund and will promote the campaign in a special radio and TV spot schedule to start next month. The profits on the sale of these 12 models will go to the Runyon Fund.

The television spots will feature Bob Hope showing a Helbros watch and stating in essence that he is a "Cancer Watchman" and wears the company's watch, whose profits will be contributed to the fund.

The radio spots will feature similar copy with Alan Ladd, William Holden and Mr. Hope making the statements.

In addition, the company is planning to send the transcribed open-end radio spot to jewelers throughout the country for use locally by them.

"We're going to continue to increase the number of spots we use in 1952," Irwin Roseman, advertising manager of Helbros, told BROADCASTING • TELECASTING, "and in addition to our regular schedule we plan to add a new radio and TV spot series in connection with the Damon Runyon Fund."

Spends $2 Million in Media

Longines-Wittnauer Watch Co., New York, which reportedly spends approximately $2 million in radio and television, is currently holding its annual sales meeting. Its 1952 budget plans will be complete about April 1.

Meanwhile, the firm continues to sponsor its two radio network shows, *The Choraliers* and *The Symphonette*, on CBS Radio and its three times weekly television show, *The Chronoscope*, on CBS Television (Mon., Wed., Fri., 11-11:15 p.m.), plus a local New York TV show on WNBC-TV, 7-7:30 p.m.

(Continued on page 81)

MEDIA SURVEY

Planned by Cleveland Radio

DECISION to have a national research organization make a "broad study" of the effectiveness of all area advertising media grew out of a meeting last week of officials of eight Cleveland radio stations.

Among those attending the meeting were Fred C. Wolf, assistant to the president, WDOK; Keith Baldwin, general sales manager, WERE-AM-FM; Carl George, general manager, WGAR; Ken Hackathorn, general manager, WHK-AM-FM; Dave Baylor, general manager, WJMO; Bill Lemon, WJW; Samuel R. Sague, president-general manager-program director, WSRS, and John McCormick, general manager, WTAM-AM-FM.

When the study is completed, it would be expected to show time spent by the average Clevelander listening to radio, watching video, reading magazines and reading newspapers.

In addition, cumulative figures would be developed to show how many different persons are reached with advertising impressions during a week or month.

The survey further would reveal the quantities of TV sets, magazines, newspapers and radios in the average home. The officials felt that present TV figures do not represent the number of sets now actually in working order.

The survey also would seek to obtain data on the amount of automobile and other out-of-home listening. Cost of advertising per person to each advertising medium would be sought in the study.

Information obtained would be incorporated into an overall presentation for showing to local and national advertisers. The group is expected to meet again in two weeks and consider the retaining of a consultant who would assist in developing a year-around radio selling program.

RECRUITING MONEY

Radio to Have 30%

RADIO broadcasting will get a substantial chunk of the unexpended U. S. Army and Air Force recruiting budget, on the basis of media allocations firmed up by Grant Advertising last week.

This was assured as NARTB representatives prepared to confer today (Monday) with military personnel procurement and advertising agency authorities on the confused media picture.

Pentagon and agency authorities previously had worked out the final details of revised policy in earlier conferences, revealing that radio and other media are in line for restoration of $550,000 left over from 1950-51 funds [CLOSED CIRCUIT, Jan. 14].

Radio Gets 30%

It was revealed that radio will derive approximately 30% of these funds—or roughly $165,000—for a concerted, month-long radio spot campaign to blanket major cities and fringe areas. The original outlay was $700,000, of which some $150,000 had been spent on network programs, now discontinued because of Congressional disfavor.

The campaign, submitted to Grant Advertising Inc., Chicago, agency headquarters, calls for use of 50 kw stations in 13 major U. S. cities, plus a schedule of some 500 independent outlets of 250 w and up. The stations are affiliates of the Keystone Broadcasting System, it was understood.

Each station participating in the project will receive a schedule of 52 spot announcements covering individual program pitches by the two major services. The Air Force is interested in obtaining aviation cadets, and the Army women personnel, mostly nurses. The spot campaign will be given greater emphasis by Sunday newspaper supplements.

The breakdown also reveals 40% for printed media and the remaining 30% for "miscellaneous." Television will be used on a public service basis at the outset, under an arrangement with the Air Force's Radio-TV Dept. which has prepared 20- and 60-second film clips. Eventually, it's hoped TV will be expanded consonant with the budget, should Congress remove its prohibition against use of 1951-52 funds ($3.1 million for recruiting).

Grant's proposed allocations will be laid before NARTB through Harold Fellows, NARTB president; Robert K. Richards, public affairs director, and Ralph Hardy, government relations director. Broadcast Advertising Bureau will be represented by either William Ryan, BAB president, or William Treynor, stations relations director. They will confer with Brig. Gen. Omar Niergarth, chief, Military Personnel Procurement Service, and Col. James Banville, deputy director.

In subsequent weeks Pentagon authorities hope to ask members of the Senate and House Appropriations Committee to rescind the ban on recruitment advertising which froze all 1951-52 monies. A decision would pave the way for renewed agency planning in the current fiscal year. The services plan to deplete this $550,000 reserve by March 1, an arbitrary date when Congress expects to resolve the recruiting question.

Military authorities explain that expenditure of this sum conforms with the legal interpretation of Congress' intent in writing in the ban last summer. These funds would be allotted to radio and printed media under an interpretation which permits "directional" or "informational" use of monies and forbids "prestige" or general mass media campaigns [B•T, Dec. 10, 1951].

Army Needs Specialists

Cardinal needs of the Army and Air Force, it was pointed out, are for specialists, women personnel and aviation cadets.

Actually the current $3.1 million budget (1951-52), now frozen at the suggestion of Sen. Joseph O'Mahoney (D-Wyo.) who headed a Senate Appropriations subcommittee, makes no provision for radio time purchases and only $45,000 for TV. Sum of $2.1 million was ticketed for national advertising. Allocations for 1952-53 have not been firmed up and any breakdown will depend largely on

(Continued on page 85)

'DRY' BILL

Would Bar Radio-TV Ads

PRECISION-LIKE "dry" campaign to bar alcoholic beverage advertising in interstate media broke into the open last week with officials of the liquor, beer and wine industries quickly alerted [B•T, Jan. 14, 7].

First official Capitol Hill move by the "drys" was a proposal that liquor advertising *only* be outlawed from radio and television. Here is the way the 1952 version of the drive unfolded:

- Bill (S 2444) was introduced in the Senate by Sens. Ed C. Johnson (D-Col.) and Francis Case (R-S. D.) last Wednesday. It would make it unlawful to broadcast over radio and television "advertisements of distilled spirits [hard liquor] for beverage purposes."
- Next day, Sen. Johnson, chairman of the Senate Interstate & Foreign Commerce Committee, announced hearings before the full committee would begin Jan. 30 in the Senate Caucus Room of the Senate Office Bldg.
- That date follows on the heels of a national conclave in Washington, D. C., of the "drys." The Caucus Room will provide space for anticipated spectator crowds.
- While the bill applies to hard liquor only, there's reason to expect the "drys" could take the stump for a ban against all alcoholic beverage advertising on radio and television.
- But the exclusion of beer and wine advertising in the bill makes that path more difficult.

Fellows Statement

Reaction of the radio-TV industry followed the pattern as expressed in the following statement by Harold E. Fellows, NARTB president:

"I am basically opposed to any legislation which discriminates unfairly against any advertising medium. In this case, the record of the radio and television industries hardly justifies such action as the Johnson-Case Bill seeks, even if one sets aside the discriminatory phase.

"As a matter of fact I know of no radio or TV station in the United States which now accepts advertising of distilled spirits."

Mr. Fellows also said that the bill is under study of the NARTB Board and that it was expected a statement of the association's position will be filed with the committee "within a few days."

Word from the distillers was that they would fight the bill. E. M. O'Brien, vice president of Frankfort Distilleries Inc., heads the distillers' committee set up to study the problem and may be its spokesman at the hearings. He testified against the Capper Bill (to bar alcoholic beverage advertising in all interstate media) in 1947.

While there was no official statement from the distillers, it was learned the group is taking the position that it is opposed to the legislation "in principle" since it feels the proposed law would be an "unnecessary" legal restriction.

As one spokesman put it, "We don't see the necessity for legislation against something not being done." Policy of the distillers, as expressed in March 1936, is not to advertise on radio in the interest of public opinion and similarly as expressed in May 1948 to refrain from TV advertisements for the same reason.

The beer industry had not yet decided if it would ask to testify. But it was learned that legislative experts within the industry were urging the taking up of cudgels because "we feel that eventually we will be included . . . the singling out of certain segments of the alcoholic beverage industry and specific media is an attempt to divide us . . . if successful this bill would establish a precedent."

The wine industry also was concerned. It was learned that opposition to the bill was also being urged by the industry's counsellors.

Meanwhile, the advertising industry was watchful of what form the opposition — brewers, and liquor dealers, as well as NARTB—would take. That was the position of the Assn. of National Advertisers last Friday.

The American Federation of Advertisers was analyzing the bill Friday. A legislative committee meeting was to be called to formulate action.

The proximity of scheduled hearings to the date of the bill's introduction—an interval of less than two weeks since the announcement of hearings came the day after introduction—ruffled certain spokesmen for the distillers.

Discounting weekends, the quick notice left those distillers, charged with preparing testimony for the hearing, only eight days to work on their brief.

On the other hand, the "drys" were well warned in advance, having predicted in this month's issue of *The Voice*, publication of the Methodist Church's Board of Temperance, that hearings would be held by the Senate Interstate & Foreign Commerce Committee on Jan. 30, 31 and Feb. 1. This story was in print even before a bill was introduced on the Hill [B•T, Jan. 14].

Here are the highlights of the Johnson-Case Bill:

- **Would make it unlawful to broadcast or televise by means of any station, or for any person operating any such station, to permit the broadcasting or televising of, "any advertisement of distilled spirits for beverage purposes or the solicitation of an order for distilled spirits for beverage purposes."**
- **All radio-TV station licenses issued or renewed by FCC would be "conditioned upon compliance with the provisions" of the proposed law. FCC would have power to revoke the license of any violating station.**
- **Distiller, who is subject to the Federal Alcohol Administration Act, could have his permit revoked by the Secretary of the Treasury if he violated the law.**
- **Penalty would be minimum $100 and maximum $1,000 fine and six months imprisonment, or both.**

Healy Resigns

ROBERT E. HEALY, vice president in charge of advertising, Colgate-Palmolive-Peet Co., Jersey City, has resigned, effective Feb. 1. Mr. Healy has been with the firm for 18 years. He is expected to announce his future plans when his resignation becomes effective.

NEW GK&P FIRM

Radio-TV Rep. Formed

FORMATION of a new radio-television station representative firm, Gill-Keefe & Perna Inc., was announced last week by Helen Gill, who will head executive offices at 654 Madison Ave., New York.

Other partners are Howard M. Keefe, who will be midwest manager with offices located at 75 East Wacker Dr., Chicago, and John J. Perna Jr., New York attorney, who will serve in an advisory capacity. The organization also maintains West Coast Post Office addresses in Los Angeles and San Francisco.

Miss Gill, to serve as president of the firm, has been active in radio for 12 years, seven of which were spent with radio station representatives, most recently Joseph Hershey McGillvra Inc., N. Y. She also has been associated with the Alfred P. Sloan Foundation in New York. She visited radio stations throughout the country when she organized marketing and production of a transcribed radio series, *Keeping Up With the Wigglesworths*. Previous to that, she had been radio time-buyer for Kenyon & Eckhardt.

Mr. Keefe is a native Chicagoan. He started his advertising career with the *Chicago Tribune*, and later he resigned to become Chicago advertising manager of *American* magazine. He entered the radio field by joining the network sales staff of Mutual, subsequently becoming associated with network sales department for CBS in Chicago. More recently, Mr. Keefe was midwest manager for a radio station representative firm.

Mr. Perna's status as overall adviser is based on his legal experience, with radio representation having become his specialization during the past several years.

New York telephone for GK&P is Templeton 8-4740.

NOV. NETWORK GROSS

P&G Still First

PROCTER & GAMBLE Co. again in November led all other radio advertisers in the purchase of network time as the only radio network client spending more than a million dollars for time (at gross rates) during the month, according to information compiled by Publishers Information Bureau.

The $1,424,917 spent for radio network time in November by P & G comes close to 10% of the total expenditures of $14,377,151 by all network clients that month, PIB figures show. General Foods Corp., second ranking buyer of radio network time, spent less than half the P & G amount, $630,925. Tabulation of expenditures of the ten largest time purchasers (Table I) shows the same ten leaders in No-

(Continued on page 84)

TABLE I

TOP TEN RADIO NETWORK ADVERTISERS FOR NOVEMBER 1951

1.	Procter & Gamble Co.	$1,424,917
2.	General Foods	630,925
3.	Miles Laboratories	596,560
4.	Sterling Drug Co.	588,436
5.	Lever Bros. Co.	585,340
6.	General Mills	482,446
7.	Liggett & Myers	470,296
8.	Campbell Soup Co.	499,277
9.	Philip Morris & Co.	421,531
10.	American Home Products	418,051

TABLE II

TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR NOVEMBER 1951

Agriculture and Farming	Allis-Chalmers Mfg. Co.	$ 30,42
Apparel, Footwear & Access.	Brown Shoe Company	14,06
Automotive, Auto. Access. & Equip.	Electric Auto-Lite Co.	69,96
Beer & Wine	Pabst Brewing Company	61,21
Bldg. Materials, Equip. & Fixtures	Johns Manville Corp.	107,42
Confectionery & Soft Drinks	American Chicle Company	170,83
Consumer Services	Electric Companies Advertising Program	64,02
Drugs & Remedies	Miles Laboratories	596,56
Food & Food Products	General Foods	630,92
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	102,15
Household Equipment	Philco Corp.	142,05
Household Furnishings	Armstrong Cork Company	33,13
Industrial Materials	U. S. Steel Corp.	96,48
Insurance	Prudential Insurance Co. of America	129,84
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	91,38
Office Equip., Stationery & Writing Supplies	Hall Brothers	80,78
Publishing & Media	Homecrafts	15,75
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	103,40
Retail Stores & Direct by Mail	Dr. Hiss Shoes, Inc.	94
Smoking Materials	Liggett & Myers Tobacco Co.	470,29
Soaps, Cleansers & Polishes	Procter & Gamble Co.	941,27
Toiletries and Toilet Goods	Procter & Gamble Co.	374,34
Transportation, Hotel & Resorts	Assn. of American Railroads	61,06
Miscellaneous	American Federation of Labor	99,05

COOPERATIVE WOMEN'S SHOW DOES EFFECTIVE MERCHANDISING, SELLING JOB!

WHO's *Iowa Feature Fare*

A tremendously popular, after-luncheon women's program from 1:30 to 2:00 P.M., Monday thru Friday, and 11:00 to 11:30 A.M. on Saturday, with charming Betty Brady chatting about foods and fashion . . . Duane Ellett assisting with songs, with Bill Austin at the piano.

Every day an average of 50 women drive in from all parts of Iowa, and pay $1.25 to lunch with Betty Brady (noon to 2 P.M.). This live audience is limited only by our hotel's facilities — tickets are reserved *months* in advance.

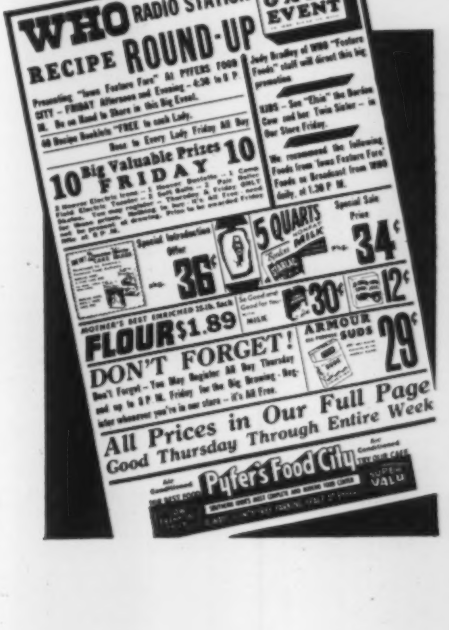
Read the rest of the story below. WHO's Iowa Feature Fare is an outstanding women's program, with an enormous home audience, and backed by a *successful* merchandising plan.

Carefully integrated commercials are only half the story for participating sponsors on WHO's *Iowa Feature Fare!* Outstanding merchandising and sales promotion service at hundreds of Iowa's retail grocery stores is the other half. Here's a brief outline of this amazing "bonus":

1. *Iowa Feature Fare is backed by a merchandising staff of five specially trained women who regularly call on 700 major grocery stores in 76 of Iowa's 99 counties!* Each staff member averages six calls per day, and in each store she checks to see if all "Feature Foods" products are stocked and are well displayed. She also improves shelf position and exposure of all "Feature" products, corrects prices when necessary, induces store to quote multiple prices and places point-of-sale advertising in store. She also talks to owner or manager about "Feature Foods" products and signs carefully selected and qualified stores as "Headquarter Stores."
2. *Every three weeks a detailed report covering the staff's visits to 225 independent and 45 chain stores is submitted to each Iowa Feature Fare advertiser!*
3. *Finally, Iowa Feature Foods stages live, "Recipe Round-Up" store promotions in a pre-selected chain or independent super market, once a week!* These local store promotions are heavily plugged over *Iowa Feature Fare* for the two preceding days, and draw an average of 300 women in a 2 to 4-hour period!

To you who believe in merchandising and sales promotion, *Iowa Feature Fare* is your dish. Write direct or ask Free & Peters!

Products, packaging, rate of sale, and competitive activity — all are discussed with store owner for report to advertiser. Most stores run newspaper ads like that below.



WHO RADIO STATION

RECIPE ROUND-UP

A BIG GALA EVENT

Presenting "Iowa Feature Fare" At PYFERS FOOD CITY – FRIDAY Afternoon and Evening – 4:30 to 8 P. M. Be on Hand to Share in this Big Event.

40 Recipe Booklets "FREE to each Lady Friday All Day

Judy Bradley of WHO "Feature Foods" staff will direct this big promotion

KIDS – See "Elsie" the Borden Cow and her Twin Sister – in Our Store Friday.

We recommend the following Foods from "Iowa Feature Fare" Foods as Broadcast from WHO daily, at 1:30 P. M.

10 Big Valuable Prizes 10 FRIDAY

Special Introduction Offer 36¢

5 QUARTS MILK Special Sale Price 34¢

30¢

12¢

MOTHER'S BEST ENRICHED 25-lb. Sack FLOUR $1.89

ARMOUR SUDS 29¢

DON'T FORGET!

Don't Forget – You May Register All Day Thursday and up to 8 P. M. Friday for the Big Drawing – Register whenever you're in our store – it's All Free.

All Prices in Our Full Page Good Thursday Through Entire Week

Pyfer's Food City

SUPER VALU

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

CAAB MEET

Selective Plan Received

IN A MEETING described as "completely uneventful," officials of CBS Radio reviewed their sales, programming and promotion activities and plans last week with members of Districts 1 and 2 of the Columbia Affiliates Advisory Board.

Much of the discussion centered on the network's most recent sales innovation, the "Selective Facilities Plan," under which an advertiser may use any reasonable number of stations but must make his program available also to all other stations and permit it to be offered for sale in the markets he himself does not use.

Network officials told the group that Westinghouse Electric Corp. had been the first to sign under the Selective Facilities Plan—for its political convention coverage—but before the meeting was over they were able to report that Westinghouse had reconsidered and would use the full radio network (see story page 24). Other uses of the Selective Facilities Plan include Colgate-Palmolive-Peet's sponsorship of *Mr. and Mrs. North* (Tues., 8:30-9 p.m. EST).

Meighan Addresses Group

Opening address was made by CBS Radio President Howard S. Meighan. Other speakers included Louis Hausman and J. Kelly Smith, administrative vice presidents; John Karol, vice president in charge of sales, and Lester Gottlieb, vice president in charge of network programs. Also participating in the sessions on behalf of the network were Herbert V. Akerberg, vice president in charge of station relations; William B. Lodge, vice president in charge of general engineering; William Schudt, nation director of station relations, and Edward DeGray and Ed Scoville of the station relations department.

The meeting, last in a series of district group sessions, was held Wednesday in New York. Arnold (Doc) Schoen of WPRO Providence is head of District 1 and I. R. Lounsberry of WGR Buffalo is head of District 2 and also is chairman of the full CAAB.

CAAB members at the sessions included:

District 1—J. Arthur DuPont, CJAD Montreal; Creighton Gatchell, WGUY Bangor and WGAN Portland, Me.; Eric Pape, WBRY Waterbury, Conn.; Frank Doolittle and Walter Haase, WDRC Hartford; Warren Journay, WFEA Manchester and WKXL Concord, N. H.; Joseph Close, WKNE Keen, N. H.; Gerald Harrison and Robert Donahue, WMAS Springfield, Mass.; Arnold Schoen, WPRO Providence; Robert Booth, WTAG Worcester; John Swan, WCAX Burlington, Vt.

District 2—Harry Sedgwick, Ellsworth Rogers and Cecily Vaison, CFRB Toronto; Walter Valerius, WELM Elmira; Sam Woodworth and O. F. Soule, WFBL Syracuse; George Coleman and Mary Megargee, WGBI Scranton; I. R. Lounsberry, WGR Buffalo; Michael Hanna, WHCU Ithaca; Gunnar Wiig, WHEC Rochester; Margaret Stevens and Elliott Stewart, WIBX Utica; Cecil Mastin, WNBF Binghamton; W. W. Carter, WTRY Troy; Woodrow Ott, WWPA Williamsport, Pa.

MEDIA executives in Miami Beach for conferences with heads of The Fort Industry Co. soak up sunshine on pool deck at Coronado Hotel. L to r: Glenn Jackson, managing director, WMMN Fairmont, W. Va.; Robert Kerns, vice president-managing director, WSAI-AM-FM Cincinnati, and William E. Rine, vice president-managing director, WWVA-AM-FM Wheeling, W. Va.

ABC RADIO

Seven More Outlets Become Affiliates

ADDITION of seven stations to ABC Radio's affiliation list, bringing the network to a total of 311 outlets, was announced last Friday by William A. Wylie, director of radio stations for the network.

Five of the seven are members of the Wyoming Cowboy Network, while the two others are WINC Winchester, Va., which left ABC to join NBC last November, and WKVA Lewiston, Pa.

"This development in the growth of the ABC radio network," Mr. Wylie said, "is an example of the continuing efforts of ABC to further supplement its network coverage, thereby enabling many more thousands of radio families to enjoy the benefits of top-calibre network programming."

Calling attention to ABC's "planned policy of adding supplementary outlets to its radio network," Mr. Wylie continued: "This is the result of a thorough and continuing engineering and market analysis. ABC's growing network of stations is giving advertisers a constantly expanding number of radio homes for their sales message in areas that heretofore were not reached by network advertisers, and reducing the cost-per-thousand."

Aside from the seven latest additions, the network said, ABC has added 14 affiliates since last August.

The five Wyoming Cowboy Network stations added last week are:

KSID Sidney, Neb. (1540 kc, 250 w day), owned by Sidney Broadcasting Co., with William Grove as general manager; KODI Cody, Wyo. (1400 kc, 250 w), owned by Absaroka Broadcasting Co., with Milward L. Simpson as general manager; KWOR Worland, Wyo. (1490 kc, 250 w); KWRL Riverton, Wyo. (1450 kc, 250 w), and KGOS Torrington, Wyo. (1490 kc, 250 w), all three owned and operated by Joseph P. Ernst, who also is general manager. These other Wyoming Cowboy Network stations already were ABC affiliates: KVOC Casper, KRAL Rawlins and KFBC Cheyenne, all Wyoming.

WINC, returning to ABC affiliation, presumably will carry both ABC and NBC programs for the duration of its NBC contract which reportedly runs to July 1. WINC is owned by Richard Field Lewis Jr., who also is general manager. It operates on 1400 kc with 250 w.

WKVA is a daytime station on 920 kc with 1 kw. It is owned by Central Pennsylvania Broadcasting Co. and is managed by Robert L. Wilson.

By comparison with its 311 affiliates now, it was pointed out, ABC had 168 in October 1943, when it was the Blue Network.

The 14 affiliates added since last August were listed as:

WAAB Worcester, Mass.; WSMB New Orleans; WNAT Natchez, Miss.; WNEX Macon, Ga.; WJEJ Hagerstown, Md.; WGAF Valdosta, Ga.; KCSU Provo, Utah; WLAU Laurel, Miss.; KDMA Montevideo, Minn.; KMHL Marshall, Minn.; WABG Greenwood, Miss.; WFRC Reidsville, N. C.; KSDN Aberdeen, S. D.; WGAI Elizabeth City, N. C.

Ferry-Morse Signs

FERRY-MORSE SEED Co., Detroit, to sponsor *Garden Gate* series on CBS Radio Sat., 9:45-10 a.m. EST, starting Feb. 16 for 14 weeks. It will be eighth straight year the company has sponsored this garden series during pre-planting season. Agency: MacManus, John & Adams, Detroit.

RURAL SCHOOLS

KRVN Cites Set Drive

KRVN Lexington, Neb., has launched a "Radio in Every School" campaign directed at some of the state's 4,000 rural schools within its coverage area.

In addition, the station has begun a public interest radio feature, *The Little Red Schoolhouse*, to aid rural teachers in dramatizing social study courses. Other plans also are shaping up. The dual drive got underway late last year.

KRVN has worked out an agreement with the General Electric Co. to aid schools wishing to obtain radios, and also with local school boards. Donations also are encouraged.

The daily radio program, aired at 10:15 a.m., is broken down into news, Nebraska history, conservation, state government and special features on successive school days each week. The programs have drawn widespread favorable comment from teachers, listeners and F. B. Decker, state superintendent of public instruction, as well as state government authorities.

'FAIR TRADE' BILLS

Hearing Is Set Feb. 13

HOUSE Judiciary Committee will hold hearings Feb. 13 on bills which would amend anti-trust laws making minimum price laws binding on all parties whether or not they are party to the agreement.

The agreement is generally referred to as "fair trade" practices. The Miller-Tydings Act established the so-called "fair trade" law but it was overturned by a Supreme Court decision which held that nonsigners were not bound by the law. This led to a flurry of price wars in main cities of the U. S. last year—the most publicized price battle was waged by Macy's in New York.

ABC 'School' Now Co-op

LAST half-hour of ABC Radio's *No School Today* morning children's program (Sat., 9-10:30 a.m. EST), was made available for cooperative sponsorship beginning last Saturday. First two half-hours already were available for cooperative selling and had a total of approximately 95 co-op sponsors, according to Frank Atkinson, ABC cooperative program sales manager.

Ovaltine Returns

IN ITS FIRST use of radio in several years, Wander Co., Chicago (Ovaltine), last week signed to sponsor the 10-10:15 a.m. segment of the Arthur Godfrey morning show on CBS Radio every other day, alternating with Toni Co. starting tomorrow (Tuesday). Wander Co. agency is Grant Adv. Chicago.

There's just one word for WITH in Baltimore—BARGAIN! Here's why: at low, low rates, WITH delivers a huge, responsive audience. WITH gives you more listeners-per-dollar than any other radio or TV station in town.

Here's proof: WITH carries the advertising of *twice* as many local merchants as any other station in Baltimore! Because WITH produces *low-cost results*.

WITH ought to be on *your* list in Baltimore. Get your Headley-Reed man to tell you the whole WITH story!

THE RESULTS STATION

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, PRESIDENT—REPRESENTED BY HEADLEY-REED

DIGNITARIES who convened for Mid-Winter Sports Carnival and Maryland U.-Tennessee Sugar Bowl football game were entertained by WDSU-AM-FM-TV New Orleans at its annual "Old Louisiana Breakfast." Converging at Sugar Bowl trophy ceremony are (l to r): Robert D. Swezey, WDSU exec. v. p.; Mayor DeLesseps S. Morrison of New Orleans; Charles Zatarain, pres., Mid-Winter Sports Assn.; Harry Wismer, sportscaster, and Sheldon Flynn, dist. mgr., Gillette Safety Razor Co., which sponsored telecast on WDSU-TV.

COFFEE fest by BBDO welcomed J. Walter Thompson Co. on latter's merger of Hollywood and L. A. offices at 6399 Wilshire Blvd. (L to r): Tom C. Dillon, v. p. and acct. exec., BBDO; Robert Thurmond, media dir., J. Walter Thompson; and Paul Russell, BBDO acct. exec.

BRIEFING is given Bruce F. Anderson (r) upon joining WCCO Minneapolis as documentary writer and morning news supervisor by Jim Bormann (l), news and public affairs dir., and Charles Sarjeant, asst. dir. Mr. Anderson authored "The Writer's Lament" in B•T, Nov. 12, 1951.

WINDFALL of 20,880 key strips and labels from Butter-Nut coffee cans and jars at KFH Wichita, Kan. paved way for purchase of gifts for orphanages and children's homes. Examining results is Brandon Chase, newscaster on KFH *Butter-Nut News*. Strips and labels were exchanged for cash for purchases.

ABC network executives visited Phoenix, Ariz. to discuss plans for KPHO-AM-TV, local affiliate. Donn Tatum (l), ABC Western Div. mgr. for TV, and Ned Hollinger (r), ABC West. Div. stn. relations mgr., confer with John C. Mullins, KPHO-AM-TV president, in station's TV studio at 631 N. First Ave.

REUNION party marked the opening of Audio-Video Products Corp. offices. (L to r): Ken Boothe, mgr., A & D Instrumentation Div.; Kevin Mallen, board chairman, Ampex Electric Corp.; Charles E. Rynd, board chairman, Audio & Video; George Long, Ampex v. p.; Russ Hudson, A & D v. p.

COWAN & WHITMORE

Fraud Case Thrown Out

AFTER less than four hours testimony by witnesses in the mail fraud charge hearing of Harold Cowan and Ralph Whitmore, former partners in Hollywood mail order agency, Federal Judge Leon R. Yankwich in Los Angeles last Tuesday threw the case out of court. Pair had waived jury trial.

Testimony came to an abrupt end when Defense Attorney Charles A. Carr agreed to stipulation that 17 witnesses would testify they sent Cowan & Whitmore $1.00 each for ornaments which turned out to be pasteboard cutouts.

Long Legal Hassle

A long legal hassle followed between the defense attorney and Richard F. C. Hayden, assistant U. S. attorney, over whether the government actually had established a case of mail fraud.

In dismissing charges, Judge Yankwich said he didn't believe "mere gross mis-description of a product is enough to constitute a scheme to defraud under the mail fraud statute." He had previously heard Mr. Hayden read into the record the commercial copy used by the pair in their pitch deal.

Accused of misrepresenting the quality of Christmas tree ornaments advertised, Messrs. Cowan and Whitmore were indicted by the federal grand jury in Los Angeles last March [B•T, March 5, 1951], on 17 counts of mail fraud as result of their 1950 pre-Yule season pitch deal on radio, television and in newspapers. Indictments followed complaints from dissatisfied purchasers and an extensive investigation by postal authorities and the U. S. attorney's office.

Although Messrs. Cowan and Whitmore reportedly made more than $100,000 in the deal, they filed bankruptcy petitions in Los Angeles last September.

KFAR NAMED IN SUIT

Filed by KFRB Sponsor

SUIT for $300,000 has been filed against Midnight Sun Broadcasters, owner of KFAR Fairbanks, Alaska, by Nevada Kid Enterprises, also of Fairbanks, charging that the station knowingly sold a radio program, *Dollars and Sense*, for sponsorship by a local insurance company although the complainant had sponsored such a show on KFRB Fairbanks continuously since May 1951.

Filed in the district court, suit claims that Nevada Kid Enterprises—super market, liquor store and bar, and clothing store—has leased time on KFRB for a five-times-weekly program titled, *Dollars and Sense* since May 28, 1951, and that exclusive use of the title had established it as an "intrinsically valuable commercial asset."

Once owned by the Lathrop Enterprises, KFAR was accused of selling a similar program Sept. 1 to the Fairbanks Insurance Agency "for the malicious purpose of confusing the radio listening public" and for hindering Nevada Kid radio advertising.

The Nevada Kid Enterprises is owned by B. E. and Pearl Gillam and Louise Dawdy, according to *Jessen's Weekly*, Fairbanks newspaper which reported the litigation Jan. 10. Complainants seek a $275,000 compensatory and punitive award plus $500 daily for each program—other than their own—titled *Dollars and Sense*.

WOKW DENIED

Petition on WDOR

DENIAL of the petition by WOKW Sturgeon Bay, Wis., alleging that WDOR same city was causing it interference through cross-modulation and re-radiation from WDOR's neighboring transmitter, was announced last week by the FCC.

At the same time the FCC gave WDOR a license to cover its construction permit.

WOKW appealed to the Commission shortly after WDOR began program tests last September. WOKW wanted the new station's construction permit or its program test authority cancelled because of what it termed "objectionable interference."

The Commission asked WOKW for engineering data on the interference. The station's reply contained no engineering information.

In the meantime, WDOR filed a counter petition, accompanied by an affidavit from its consulting engineer. The engineer's statement asserted filter circuits had been installed in both station transmitters and that field tests indicated no measurable interference.

The FCC found that WOKW had failed to establish a *prima facie* case warranting cancellation of WDOR's program tests or the calling of a hearing.

WDOR operates on 910 kc with 500 w daytime, and WOKW is on 1050 kc with 250 w daytime.

Gordon Anderson

GORDON ANDERSON, 51, onetime managing director of CKOC Hamilton, died at his home at Toronto Jan. 14. He was public relations director of the Ontario regional office of the Canadian Dept. of Labor and originator and producer of the weekly Labor Dept. broadcast, *Canada at Work*, a program depicting the current labor picture on a number of Canadian stations. He was at one time with NBC in New York as an actor. He joined the Labor Dept. in 1941. He is survived by his wife, Marie Louise, and his father, George C. Anderson of Hamilton.

DOUBLE AWARD for KTUL RESULTS

☆ **CLEM SPERRY, Advertising Manager, OKLAHOMA TIRE and SUPPLY COMPANY:** "By our own study, we have found radio to be the BEST MEDIUM we can use, day in and day out, to sell all types of merchandise at the lowest possible cost per impact. KTUL has done a fine job for us."

Both OTASCO
and CLARKE'S
are consistent
KTUL
ADVERTISERS

☆ **VIOLA NOBLE, Advertising manager, CLARKE'S GOOD CLOTHES:** "Clarke's has sponsored the 10 p.m. news on KTUL nightly without a break for 13 years. We don't need a Hooper to determine what this program does for us."

- **THANKS TO THE "SUCCESS STORIES" OF THESE LOYAL SPONSORS, KTUL WON FIRST AND SECOND IN THE AUTOMOTIVE AND CLOTHING CATEGORIES, RESPECTIVELY, IN THE BAB "RADIO GETS RESULTS" CONTEST.**

KTUL WAS ONE OF ONLY FIVE STATIONS IN THE NATION TO WIN TWO AWARDS — *Plus an* HONORABLE MENTION!
KTUL IS THE *RESULTS* STATION IN TULSA!

The AUDIENCE ACTION Station

KTUL

CBS
in
TULSA

JOHN ESAU, Vice Pres.-Gen. Mgr. ● AVERY-KNODEL, Inc., Radio Representative
Affiliated with KFPW, Fort Smith, Ark., and KOMA, Oklahoma City

DEFENSE NEEDS

Focus Is On Production

THE BATTLE of "guns vs. butter"—and men and materials—commanded the attention of top government officials on a number of fronts last week.

Chief protagonists in the continuing drama of defense production emerged in statements by President Truman, Secretary of Commerce Charles Sawyer, Defense Production Administrator Manly Fleischmann and the joint Senate-House "Watchdog" Committee on Defense Production.

Earlier, some highly significant figures were made available on the dollars-and-cents role electronics is playing in the preparedness drive.

Capsuled comments from top leaders were these:

- Mr. Truman—". . . household appliances, radios and television sets must also be cut back from recent levels. Current production of most metal-using durables will be below the level of the 1947-49 period. But, with very high existing stocks of these durables in the hands of consumers, supplies will be ample to meet all essential needs. . . . Absorption of stocks of materials and substitutions will temporarily permit somewhat higher rates of production . . ." (From Mr. Truman's economic message to Congress Wednesday).
- Mr. Sawyer—"Unemployment is now at almost an irreducible minimum. . . . The overall picture is good. Civilian production is not being cut back faster than the military can use materials."
- Mr. Fleischmann—"We are now near the midpoint of the mobilization effort. . . . The second and third quarters of 1952 may be the tightest periods for scarce materials, and no widespread relief . . . may be expected during 1952 . . ." (Mr. Fleischmann also announced the creation of an inter-agency Distressed Defense Areas Task Force to channel government contracts into areas "where cutbacks in civilian production are causing serious unemployment.")
- "Watchdog" Committee — "The fact that civilian production will be considerably curtailed . . . attests to the further fact that the military use of basic materials is growing by leaps and bounds . . . This committee favors the efforts . . . to preserve non-essential production which does not interfere with our defense effort. . . . The present plan of permitting manufacturers . . . to operate at low levels . . . is a wise one under present circumstances. . . ."

Military authorities generally agree that the defense electronics program has held up well under screening of requirements by the Defense Production Administration, and has not suffered because of continued substantial civilian output.

There has been no delay in major military equipment because of shortage of electronic devices and the schedule is further advanced than most programs, they feel. Defense Mobilizer Charles E. Wilson's statement that the electronics program is perhaps 30% behind schedule is discounted in some quarters. It's pointed out that figures are based on end equipment deliveries and fail to take into account money spent for components, research and development relating to electronics.

Military electronics will jump 165% over 1951 and industrial-commercial (broadcast and communication) equipment about 20%, with an expected 32% drop in consumer goods. Save for steel, 80% of all materials go into components, with nickel the principal ingredient in equipment other than tubes. Radio accounts for 60% of the military dollar, authorities explain.

Other interesting figures have been compiled by Pentagon authorities to buttress electronics' position as a bulwark in defense production. One example is the $165 million worth of tax writeoffs granted manufacturers up to Dec. 1. The breakdown comprises end equipment, $90 million; tubes, $49 million; components, $23 million; and miscellaneous (crystals, plugs, sockets, etc.), $2.7 million. Some firms have expanded their facilities without benefit of tax certificates of necessity.

With respect to future prospects, most important factors, aside from availability of metals, are flow of component parts, supply of engineering and other technical manpower, breaking of the machine tool bottleneck and expansion of new facilities.

Ont. Co-op Meets

A CO-OPERATIVE program exchange operated by five Ontario stations is having its second organizational meeting to discuss future programming at Barrie, Ont., Jan. 20-21, with at least two persons from each station present. Group, the Community Broadcasting Services, has been in operation since last autumn, and has five tape shows in operation, exchanging them between five stations. CKOS Owen Sound, CKBB Barrie, CFOR Orillia, CKNX Wingham, and CJOY Guleph, are member stations. Each contributes a weekly program.

WGN CIVIL DEFENSE

Distributes Free Book

CIVIL DEFENSE manual is being distributed to more than half a million persons in the Chicago area by WGN-AM-TV without charge. The public service activity, outlined at a luncheon for civil defense authorities in Chicago and nearby suburbs and cities, is being backed up by spot schedules on both stations. Both services are provided without charge.

Distribution will be made through retail merchants, business concerns and industries with participating sponsors getting "Minute Man" window posters marking them as official distributors. The 36-page color brochure was prepared in cooperation with local, state and national civil defense authorities and includes data on defense of home, community and country, disaster dispersal, city alerts, traffic control, siren warnings, air raid shelters, school drills, communications, locations of first aid stations, medical plan, blood program, civil air patrol, local defense installations, filter center and a section of the atom bomb with information on radiation treatment, first aid and sabotage.

Purposes of project were outlined at luncheon by Frank P. Schreiber, general manager and treasurer of WGN Inc., and Jim Hanlon, director of public relations. Commendation was given by Chicago Mayor Martin H. Kennelly.

OVER A CENTURY of service to Lee Broadcasting Inc. and WTAD-AM-FM Quincy, Ill., is represented above. Picture was taken at dinner celebrating close of WTAD's 25th year of broadcasting. Inscribed gold watches were presented to (l to r) Ralph Lewis, senior announcer, 12 years; Orrin Smith, engineer, 10 years; Urlin Whitman, chief announcer, 12 years; Dick Faler, farm editor, 11 years; Ernest Gray, engineer, 10 years; Zoula Gatewood, traffic manager, 21 years; Walter Rothschild, station and national sales manager, 22 years, and Merritt Milligan, program director, 11 years.

upcoming

Jan. 21: Canadian Copyright Appeal Board, Ottawa.

Jan. 21-23: Newspaper Advertising Executives Assn., convention, Edgewater Beach Hotel, Chicago.

Jan. 21-26: American Institute of Electrical Engineers, winter general meeting, Hotel Statler, New York.

Jan. 24-26: Advertising Assn. of the West, midwinter conference, Oakland, Calif.

Jan. 24-26: Southwestern Assn. of Advertising Agencies, annual meeting, Plaza Hotel, San Antonio, Tex.

Jan. 25: Georgia Radio & Television Institute, 1952 committee meeting, Atlanta, Ga.

Jan. 25-26: Assn. of Railroad Adv. Managers, Sheraton Hotel, St. Louis.

Jan. 26-27: National Advertising Agency Network, Eastern Regional Meeting, New Weston Hotel, New York.

Jan. 27-31: U. S. National Commission for UNESCO, third national conference, Hunter College, New York.

Jan. 28-29: BMI Program Clinic, Waldorf-Astoria Hotel, New York.

Jan. 30: Senate Interstate & Foreign Commerce Committee hearing begins on S 2444 to prohibit distilled spirits (hard liquor) advertising on airways. 10 a.m., Caucus Room, Senate Office Bldg., Washington.

Feb. 4: Maritime Broadcasters Assn. meeting, Fort Cumberland Hotel, Amherst, Nova Scotia.

Feb. 9-29: International Radio and Electronics Exhibition, Bombay, India. (Further information obtainable from Consulate General of India, 3 E. 64th St., New York 21, N. Y.)

Feb. 11-15: NARTB Radio and TV Boards, Lost Valley Ranch, San Antonio, Tex.

Feb. 11: British Columbia Assn. of Broadcasters meeting, Hotel Vancouver, Vancouver, B. C.

Feb. 15-16: WAAM (TV) Baltimore, second annual regional television seminar, Baltimore.

Feb. 16: San Francisco Chapter, Academy of Television Arts & Sciences, annual award dinner, Mark Hopkins Hotel, San Francisco.

Feb. 22: Illinois Broadcasters Assn. annual spring meeting, Leland Hotel, Springfield, Ill.

Feb. 25: FCC-Theatre Television hearing, Washington.

Feb. 28-29: Oregon State Broadcasters Assn. annual meeting, Eugene Hotel, Eugene, Ore.

Mar. 3-6: Institute of Radio Engineers national convention, Waldorf-Astoria Hotel and Grand Central Palace, New York.

Mar. 22-April 6: Chicago International Trade Fair, Navy Pier, Chicago.

Mar. 24-27: Canadian Assn. of Broadcasters annual meeting, Toronto.

Mar. 30-April 2: NARTB 30th Annual Convention, Conrad Hilton Hotel, Chicago.

April 16: Brand Names Foundation's "Brand Names Day" conference, Waldorf-Astoria, New York.

April 17-20: Ohio State U. Institute for Education by Radio-Television, 22d annual meeting, Deshler - Wallick Hotel, Columbus, Ohio.

April 19: Cincinnati section, Institute of Radio Engineers, Spring technical conference, Cincinnati.

June 8-11: Adv. Federation of America 48th Annual Convention and Exhibit, Waldorf-Astoria Hotel, New York.

June 22-26: Advertising Assn. of the West, Annual Convention, Olympic Hotel, Seattle.

June 29-July 2: National Industrial Advertisers Assn., annual conference, Palmer House, Chicago.

July 7: Republican National Convention, International Amphitheatre, Chicago.

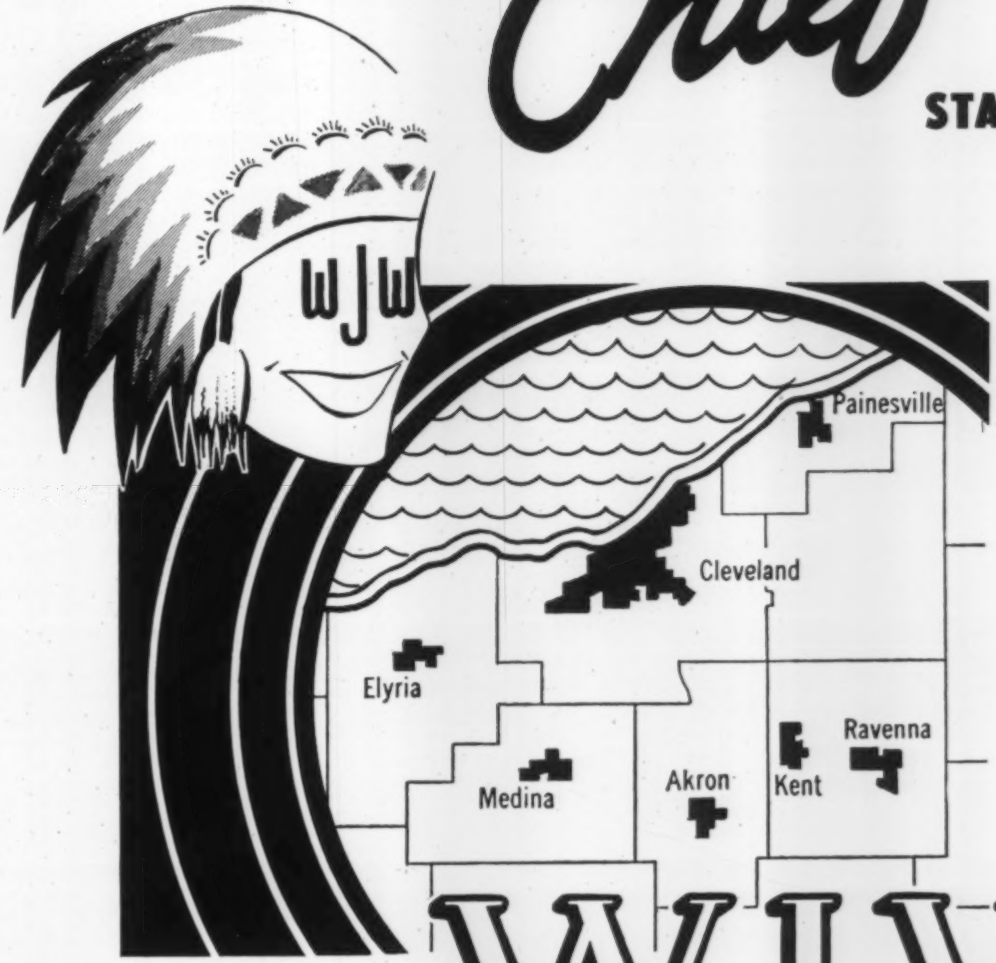
July 21: Democratic National Convention, International Amphitheatre, Chicago.

Oct. 27-29: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.

NORTHEAST OHIO'S

Chief

STATION


WJW
Painesville
Cleveland
Elyria
Medina
Akron
Kent
Ravenna

CHIEF SAYS:

"Greater Cleveland is sold on WJW."

WJW

CLEVELAND'S *Chief* STATION

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

Greater Cleveland's strongest signal
sells for WJW advertisers.

Paramount Case

(Continued from page 25)

Class B directors from present three to one. Class A stockholders elect five directors. President and vice president of the company are elected by Class A stockholders; secretary and treasurer by B stock owners.

Strained relations between the two executives were disclosed by contents of letters on subject of control between Dr. DuMont and Mr. Balaban last October.

FCC Counsel Frederick W. Ford brought out from Dr. DuMont and Mr. Goodwin that some bank accounts required signatures of Class A and B officers. They insisted, however, that those arrangements were at the discretion of the board of directors and could be changed at their will.

Story of the DuMont application for Boston in 1945 was also elicited by Mr. Ford. DuMont filed an application for Boston in July 1945. This was returned by the FCC due to a legal error and never resubmitted. Dr. DuMont said that the company had changed its mind. Suspicion seemed to attach to the fact that Paramount subsidiary, New England Theatres Inc., filed a TV application for Boston almost immediately after the DuMont application was returned—specifying the same Tufts College transmitter site that DuMont had indicated in its application. Dr. DuMont said that Paramount had wanted Boston application to be 60% owned by Paramount and its subsidiary, 40% owned by DuMont.

Other Matters Mentioned

Among other matters Dr. DuMont testified to were the following:

(1) Original 1938 understanding with Paramount was that DuMont would act for Paramount in all station applications and in technical development, Paramount to supply the know-how on programming and operations.

(2) Inability to get KTLA Los Angeles and WBKB Chicago to affiliate with DuMont is because stations will not give that network undisputed control of option hours.

(3) DuMont does not fear ABC-UPT merger, if permitted five owned and operated stations. If not permitted legal limit, then DuMont network would be at a disadvantage if merger went through.

(4) TV station film programs will be 20-40% of total programs in five years. Dr. DuMont said he does not hold with estimates that 75% of all TV programs will be on film.

(5) DuMont company has no plans for theatre-TV at present. It made some special apparatus on order for Paramount when that company was developing its intermediate film system of theatre-TV.

(6) "An entirely new system of telecasting film" is being developed by DuMont Labs. The DuMont president said he is dissatisfied with the present method of telecasting film.

(7) Competitive position allegedly taken by Paramount also irks Dr. DuMont. He mentioned Paramount's interests in: Paramount Television Network, a syndication of TV recordings on film; Chromatic Television Labs., developers of the Lawrence color tube (half-owned by Paramount); Telemeter Corp., developers of subscription-TV system (also half-owned by Paramount).

DuMont counsel, William A. Roberts of Roberts & McInnis, told hearing examiner that DuMont intended to petition for severance at conclusion of its part of the hearing, and ask the FCC to renew license of WABD, grant licenses to WTTG and WDTV, and find DuMont not under Paramount control.

FILM POLICIES

Wants Issues Widened

ADDITIONAL issue in Paramount case has been requested by FCC Hearing Division Chief Frederick W. Ford in a petition to FCC last week. Mr. Ford wants the Commission to require information on the policies of Paramount Pictures and United Paramount Theatres regarding the use by all broadcast stations of motion picture films, talent, and other properties. Request was contained among recommended revisions of the issues to "clarify" them.

The Commission on its own motion added a further issue to the case last week when it consolidated the license renewal application of WSMB New Orleans in the hearing. Station already is a party due to the transfer of control from Paramount Pictures Corp. to United Paramount Theatres Inc.

The Commission last week turned down Fanchon & Marco, St. Louis and Hollywood theatre owner, and Gordon Brown, WSAY Rochester, N. Y., both of whom wanted status as intervenors in the case in order to oppose ABC-UTP merger. Denial of Fanchon & Marco was on a plea for reconsideration of a previous FCC decision denying it the right to intervene. Comr. Robert F. Jones, as he did in the original denial, issued a vigorous dissent.

Mr. Jones said that the merger, if approved, will bring to the broadcast industry "the largest aggregation of theatres and radio facilities in history; the applicants will operate in addition to radio facilities, 1,000 theatres in 400 cities . . ." Twenty-page dissent marshalled arguments in favor of permitting intervention, and expressed Comr. Jones' attitude toward monopolies and his conception of the possible dangers in the pending ABC-UPT merger.

Radio Still Dominates
THIS RICH MARKET

No other signal covers the South Bend market like WSBT. Radio sets in use are up to an all-time high of 32.8! WSBT's share of audience at 66.6 is way above the national average. And here television is insignificant because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

30 Years on the Air
WSBT
SOUTH BEND
5000 WATTS • 960 KC • CBS
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Saleswoman with References .. and References .. and References!

Want one of radio's greatest saleswomen.. with 17 years of successful selling in one of the nation's greatest markets.. to really perk your sales? With an audience of responsive homemakers, she has sold everything from concrete blocks to pianos. **Janet Ross** of KDKA's "Shopping Circle" knows the sales approach to women who buy. Find out how *little* it costs to participate in this popular 9:30 AM program. Get details from KDKA or Free & Peters.

KDKA **Pittsburgh**
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio — America's Great Advertising Medium

A 10-cent booklet was offered on programs in 18 leading cities. "Shopping Circle" with Janet Ross was first in sales.. sold more than second and third combined.

".. an overwhelming success. She pulled more orders at lower cost per order than practically any other program we used this season. And she outpulled every other woman's show in the country."

More than 3,250 requests for a sample after one announcement.

More than 1,300 requests for a Christmas booklet, after one announcement.

More than 1,500 requests for a booklet on home building, after two announcements.

NEW P.I. DEALS

Foot Balm Offers 100% Take

HERE'S a per inquiry account that "is not just another P. I. deal because your station keeps all money."

The proposition is submitted on behalf of Amber Liquid, which not only pays 100% commission but is guaranteed to stop immediately "the terrible itching of athlete's foot"; eliminate similar type fungus infections; completely remove callouses, soft corns, warts and blisters; safely treat jungle-rot; clear many fungus-type infections of the hands; remove proud flesh under ingrown toenails, and it's wonderful for poison ivy and insect bites.

According to George F. Anderson, writing on behalf of Radio Sales & Advertising Agency, Topeka, each listener buying a bottle also gets a free toothbrush.

The 100% commission lasts for the first month, the offer says. After that the station keeps 75 cents out of each dollar until the end of the second month when the fee drops to 50 cents, or the company "will buy straight time."

"A lucrative per inquiry proposition" is submitted by Jerome O'Leary Adv. Agency, Boston, on behalf of Insured Associations Dividend Bureau. The bureau compiles lists of insured savings-loan firms paying 3% and more.

With the offer, are photostats of paid advertisements in newspapers and financial journals, traditionally chilly to per inquiry advertising.

According to a "confidential report" prepared for stations, Insured Associations Dividend Bureau represents associations paying 3% or more. "If the last interest you received from your savings bank was only 2% or 2½%, or less, you will appreciate this letter," writes Beatrice Robbins, on behalf of IADB.

'Forever Grateful'

The association advertises a booklet that sells for $2. The station gets $1 less 15% commission, or 85 cents net. Charles E. Forrester, account executive of the O'Leary agency, concludes a letter to stations with this message, "Your listeners will be forever grateful to you for telling them about this most unusual opportunity."

A slightly elastic P. I. offer is made by Dale Shears School of Music, Struthers, Ohio. "We will pay your station $1 for each $2 sale—or we could stretch it $1.05 or a $1.10 for sale—although this definitely cuts our margin of profit," Mr. Shears writes on behalf of his course "with the amazing chord-slide simplifier."

Speaking of shears, Newspaper Service Bureau, Detroit, has been promoting "a guaranteed pair of pinking shears that are out of this world."

Taking a frank look at the per inquiry field, Mr. Parker, bureau director, writes, "We do not like P. I. deals—as such—because the average P. I. deal is just so much junk."

The pinking shears sell for $3.25 when money is sent with order, with the station deducting $1. "Samples cost you $1.90 post paid, so you can figure out our cost," says Mr. Parker. He extols the merits of the product in this way: "The features of our fine pinking shears place this item in the category of the 'pinking shears most women asked for when they purchased the pair they are now using'."

McDaniel Adv. Agency, Hollywood, sells Fisher's Compression Seal, "guaranteed to improve automobile power, reduce gas and oil consumption, eliminate piston slap, and tone up the car by rebuilding the worn cylinder walls and increasing compression." The item sells for $3.95, the station getting $1.60 net per order.

In the stacks of offers and free-time requests received by stations is a "news release" from Landers, Frary & Clark, New Britain, Conn., on behalf of its Universial household helps. Promoted is "a completely new super-type vacuum cleaner" with the "Jet 99 rug nozzle."

KFMB-AM-TV POLICY

Kennedy Outlines Stations' Programming Stand

CAPT. John A. Kennedy, chairman of the board of KFMB-AM-TV San Diego, who a month ago nipped an attempt at news censorship on his television station in the bud, has circulated a statement to advertisers and agencies outlining station policy as to its responsibility over program content.

Capt. Kennedy

Capt. Kennedy last December refused to let a five-minute newscast go on KFMB-TV when he learned that the commentator, on orders of the sponsor (San Diego Savings & Loan Assn.), was intending not to identify officials of the advertiser who were being investigated by a House Select Committee looking into G.I. loan irregularities.

Excerpts from the statement now being circulated by Capt. Kennedy follow:

I think every advertising agency as well as every sponsor is entitled to have a clear cut statement of the philosophy of station operators in order to intelligently formulate advertising programs.

As we here at KFMB view it, management's responsibility for what goes on the air either on television or radio is implicit and absolute. Even if we did not feel that way, the rules, regulations and the very laws pertaining to the FCC would make such policy mandatory.

Technically, of course, there's no way to pre-edit "live" network programs. Management can only see to it that all are viewed and heard by experienced employes and that valid criticism be passed along promptly to the offending network.

There are other technical problems of responsibility in the case of "live" on-the-spot coverage of public affairs and sports events. Obviously, there's no way to predetermine the behavior or language of individuals. All that can be done is to adopt such safeguards as may be available. But responsibility for studio programs and especially news programs cannot and should not be avoided under any circumstances. The broadcasting station must exercise absolute control of all programs at the local level.

Naturally, in such a fast-developing and rapidly changing medium as television, the implementation of the above principles will have to be reexamined from time to time as the art itself progresses and, we hope, improves.

. . . Any news program presented on KFMB-TV must be done by an employe of that station. That is our policy and it also applies to our AM station.

. . . Any commercials delivered before, during, after or in association with any news program on KFMB-TV must be done by an employe of KFMB-TV . . . [and] it also applies to our AM station.

WOR Merger

(Continued from page 25)

stock, making it a 10% stockholder in the company.

Macy interests are not selling WOR land, buildings or equipment. These are leased to Lee for 25 years at $315,000 per year. After 25 years the rent drops to $78,750 per year. There are also options to purchase the land, buildings and equipment at the following schedule of prices:

If bought before Jan. 1, 1957, $4,600,000; before 1962, $4,000,000; before 1967, $3,300,000; before 1972, $2,500,000. If bought after 1977—end of the 25-year-lease term—the properties may be purchased for $1,400,000.

The application stated that no changes in WOR program policies or personnel would result from the merger. In addition to Messrs. Straus, and Streibert, chairman and president and general manager of Teleradio, respectively, these executives include Rufus C. Maddux, vice president in charge of sales; Jack R. Poppele, vice president and chief engineer, and Julius F. Seebach, Jr., vice president and program director.

The Macy stations are WOR, 50 kw on 710 kc; WOR-FM and WOR-TV on Channel 9.

The Yankee division, headed by Linus Travers, executive vice president, comprises WNAC, 5 kw on 1260 kc, WNAC-FM and WNAC-TV on Channel 7, in Boston; WONS, 5 kw on 1410 in Hartford; WEAN, 5 kw on 790 in Providence and WGTR (FM) Worcester. This excludes WICC Bridgeport, operating with 1 kw on 600 kc, sold in the same merger transaction.

Don Lee Division, headed by Willet H. Brown, president, comprises KHJ, 5 kw on 930; KHJ-FM and KHJ-TV on Channel 9 in Los Angeles; KFRC, 5 kw on 610 in San Francisco; and KGB, 1 kw on 1360 in San Diego.

Tom O'Neil entered radio in December 1947 coincident with the acquisition of Yankee by General Tire. Another son of the General Tire head, William M. O'Neil, owns WJW, 5 kw on 850 kc, in Cleveland. The O'Neil family owns about 20% of General Tire, making it the principal stockholder.

The merger transaction was handled by W. Theodore Pierson of the Washington firm of Pierson and Ball. Blyth & Co. was broker in the transaction.

Text of the FCC's public notice:

The Commission en banc, by Commissioners Coy (Chairman), Walker, Hyde, Jones, Sterling and Hennock, took the following actions on January 17:

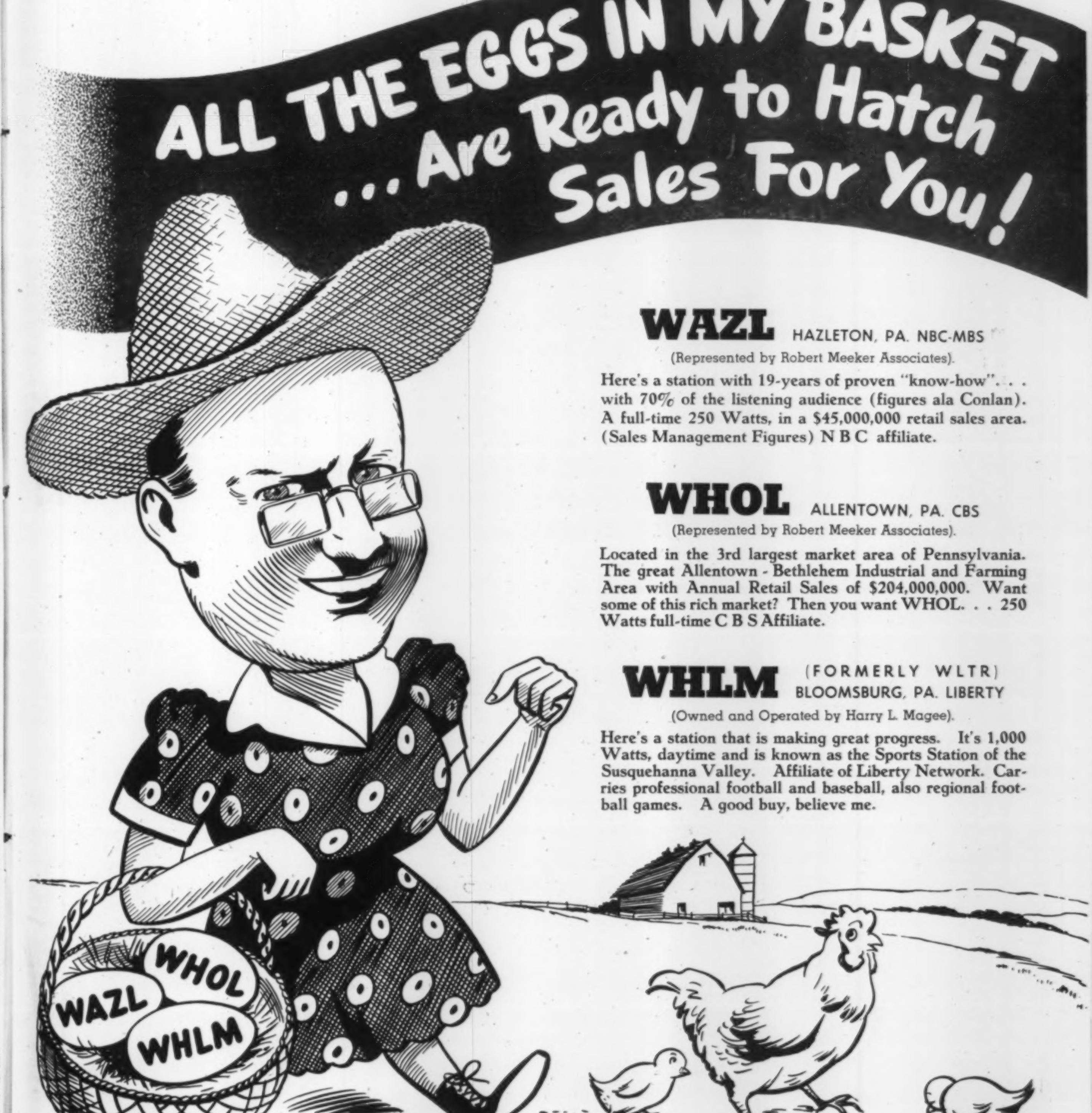
WOR, WOR-FM, WOR-TV General Teleradio, Inc., New York, N. Y. — Granted applications (BAL-1285, BALH-84, BALCT-17) for consent to assignment of licenses, including 12 associated auxiliary stations, all located in New York City, from General Teleradio, Inc. (a wholly-owned subsidiary of R. H. Macy & Co., Inc.) to Thomas S. Lee Enterprises, Inc., d/b as Don Lee Broadcasting System (wholly owned by General Tire & Rubber Co.), conditioned to assignee first divesting itself of interest in WICC (AM), Bridgeport, Conn. Comr. Walker voted for hearing. The transaction involves merger of the assignor and the assignee, with Macy's receiving 732 unissued shares of assignee's stock with a net book value of approximately $238,000 and $1,300,000 in cash, plus an amount equal to the assignor's net quick assets estimated to be about $527,000. Macy's will also lease to the assignee certain operating property for a period of 25 years at an annual rental of $315,000 and assignee will purchase WOR Program Service, Inc., from Macy's for a cash consideration of $1,200,000. In consequence, the Don Lee Broadcasting System would be the licensee of 7 AM, 4 FM and 3 TV stations.

WICC Thomas S. Lee Enterprises, Inc., The Bridgeport Bcstg. Co., Bridgeport, Conn.—Granted consent to assignment of license to The Bridgeport Bcstg. Co. for a consideration of $200,000 (BAL-1295); also granted consent to transfer control of The Bridgeport Bcstg. Co. from G. Gresham Griggs and Philip Merryman, voting trustees, to Griggs, Merryman and J. Kenneth Bradley, voting trustees (BTC-1236), both subject to Bridgeport Bcstg. Co. first disposing of its present station WLIZ in Bridgeport. Comr. Walker voted for hearing.

Script Contest

McCANN-ERICKSON, New York, has announced the 11th annual *Dr. Christian* radio show prize script competition which offers $2,000 for the best script submitted. The contest closes Feb. 29. Show, aired on CBS Radio, is sponsored by Chesebrough Mfg. Co.

Vic RADIO PROFIT Diehm Says:



WAZL HAZLETON, PA. NBC-MBS

(Represented by Robert Meeker Associates).

Here's a station with 19-years of proven "know-how". . . with 70% of the listening audience (figures ala Conlan). A full-time 250 Watts, in a $45,000,000 retail sales area. (Sales Management Figures) N B C affiliate.

WHOL ALLENTOWN, PA. CBS

(Represented by Robert Meeker Associates).

Located in the 3rd largest market area of Pennsylvania. The great Allentown - Bethlehem Industrial and Farming Area with Annual Retail Sales of $204,000,000. Want some of this rich market? Then you want WHOL. . . 250 Watts full-time C B S Affiliate.

WHLM (FORMERLY WLTR) BLOOMSBURG, PA. LIBERTY

(Owned and Operated by Harry L. Magee).

Here's a station that is making great progress. It's 1,000 Watts, daytime and is known as the Sports Station of the Susquehanna Valley. Affiliate of Liberty Network. Carries professional football and baseball, also regional football games. A good buy, believe me.

1906 James T. Milne 1952

JAMES THOMPSON MILNE, 46, general manager of WNHC-AM-FM-TV New Haven, died unexpectedly Jan. 12 at his home in West Haven.

Mr. Milne, formerly associated with WICC and WNAB Bridgeport, Conn., was playing with one of his grandchildren when he was stricken with a heart attack. He had been working at WNHC earlier that day.

Known as "Smiling Jimmy" Milne when he was in Bridgeport, Mr. Milne was one of the most popular broadcasters in Connecticut.

A native of Aberdeen, Scotland, Mr. Milne came to this country when he was eight years of age. He worked at WBBM Chicago and WIOD Miami Beach before going to Bridgeport.

He was chief announcer five years at WICC, leaving that station in 1936 to become general manager of WELI New Haven. During his managership, WELI developed from a small daytime outlet to a prosperous fulltime network station.

Returning to Bridgeport briefly in 1944, Mr. Milne was sales manager for WNAB. He shifted to WHNC that same year and had been there since.

Survivors include his wife, Mrs. Florence Milne, a former Bridgeport resident, and a daughter, Mrs. Frank Lyke Jr.

Funeral services were held last Tuesday in West Haven.

Patrick J. Goode, president of the Elm City Broadcasting Corp. said: "News of the death of Jimmy Milne is indeed a shocking surprise to me. We were together until one o'clock today and Jimmy left for home in high spirits and his usual jocular mood. For all his free and easy manners, Jimmy had a tremendous capacity for work, and his versatility as an entertainer made a host of friends for himself and WNHC. Speaking for the entire membership of the WNHC family I may say that we feel a deep sense of loss in the untimely death of a fine manager and a first line entertainer."

Tea Promotion

SPECIAL radio exploitation for "National Take Tea and See Week" from Jan. 18 through Jan. 27, has been assigned to Jack Egan, publicist who has promoted many entertainment personalities, with concentration scheduled for disc jockey promotion of the tie-in song, "Tea for Two." Harms Inc., publisher of the song, will coordinate promotion through Hack McCoy, firm's director of standard exploitation.

Collingwood on Leave

CHARLES COLLINGWOOD, CBS White House correspondent, last week was appointed special assistant to W. Averell Harriman, Mutual Security Agency director. CBS granted Mr. Collingwood a six-month leave of absence. Mr. Collingwood will help co-ordinate information activities of the aid program carried on by MSA and the Depts. of State and Defense.

SECURITY PANEL

Truman Names Subcommittee

SUBCOMMITTEE of government information and security officers has been named by President Truman to coordinate work of his Interdepartmental Committee on Internal Security. Edward R. Trapnell, Atomic Energy Commission, is subcommittee chairman.

The President's information policy has drawn objection from newspapers and other groups on the ground that it will bring further suppression of news on the part of information and security officers who can use it as a convenient basis for censorship.

Joseph Short, White House press-radio secretary, said one of the main duties of the subcommittee is to see that more instead of less information is made public and to prevent use of security classifications on non-security matters.

Members of the subcommittee, beside Chairman Trapnell, are: State Dept., Carroll Kilpatrick, Charles Dulin; Treasury, Robert A. Dillon, Chester L. Callander; Defense Dept., Lt. Col. Joseph Edgerton, Col. Sidney S. Rubenstein; Justice Dept., Leo F. Cadison, Clive W. Palmer.

CALL letters for KSMI Wewoka, Okla., have been changed to KWSH. Studios are now located on Highway 270 between Seminole and Wewoka.

$1 BILLION
MDSE. TOTALING $1 BILLION

BILLION-DOLLAR BUY!

Central Ohioans Make It Annually In Retail Sales

WBNS has more listeners than any other station in these 24 Central Ohio Counties which annually ring up a neat retail sales figure of $1,125,057,000.* This includes thousands of consumer products from drugs to hardware, from clothing to cars. You're sure of having listeners when you're on WBNS because WBNS carries all 20 top-rated programs, day and night.

Latest Hooper Report shows WBNS with the highest number of listeners in every rated period but one! You get more listeners per dollar than on any other local station. For rates and time availabilities, write or call your John Blair representative.

STAY TUNED TO THIS BILLION DOLLAR MARKET THROUGH WBNS

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

PLUS WELD-FM
Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

*Source: '51-52 SRDS Cons. Mkts.

When You're an Independent Advertiser You Make More Sales

$
$
$
"BULL'S-EYE AIMS"

JUST READ WHAT THESE *INDEPENDENT* THINKERS SAY:

"... KFMJ has sold, directly, better than $200,000.00 worth of merchandise for us the past year at a cost of less than five per cent of gross."

—To Radio Station KFMJ
Tulsa, Oklahoma
Knapp Television
Laboratories, Tulsa

"... During the 12-week period of the promotion, sales showed a 299% increase over the same period of the previous year ... A particularly good job was done by your organization. ..."

—To Radio Station WCCC
Hartford, Connecticut
from The New England
Laundry Co.,
Hartford

Leading** independent **radio stations are today's best buy!

There's something about being *independent* that keeps you toughened up, ready to tackle any job that requires good, honest, hard selling. At any rate, you will find in radio today it's the leading *independent* radio stations which are doing a truly productive sales job for national advertisers. Perhaps you've been thinking to yourself, "I ought to try *Independent* Radio." Well, now's the time to act. Write for all the facts to any AIMS station listed below.

THESE ARE THE LEADING *INDEPENDENT* RADIO STATIONS:

WCUE	—Akron, Ohio
WBMD	—Baltimore, Maryland
WBNY	—Buffalo, New York
WJMO	—Cleveland, Ohio
WVKO	—Columbus, Ohio
KMYR	—Denver, Colorado
KCBC	—Des Moines, Iowa
WIKY	—Evansville, Indiana
WCCC	—Hartford, Connecticut
WXLW	—Indianapolis, Indiana
WJXN	—Jackson, Mississippi
KLMS	—Lincoln, Nebraska
WKYW	—Louisville, Kentucky
WMIE	—Miami, Florida
WMIL	—Milwaukee, Wisconsin
WKDA	—Nashville, Tennessee
WBOK	—New Orleans, Louisiana
WWSW	—Pittsburgh, Pennsylvania
KXL	—Portland, Oregon
WXGI	—Richmond, Virginia
KSTL	—St. Louis, Missouri
WMIN	—Minnesota, St. Paul
KNAK	—Salt Lake City, Utah
KITE	—San Antonio, Texas
KSON	—San Diego, California
KYA	—San Francisco, California
KING	—Seattle, Washington
KREM	—Spokane, Washington
WACE	—Springfield, Massachusetts
KSTN	—Stockton, California
WOLF	—Syracuse, New York
KFMJ	—Tulsa, Oklahoma
WNEB	—Worcester, Massachusetts
WBBW	—Youngstown, Ohio

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding *independent* station in a city.

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

Aim for BULL'S-EYE results...with the AIMS GROUP

operation critical

the chips are down... the client's ok is in the balance

This is the crisis of the schedule. The agency is presenting its media recommendations for the year ahead. The client men listen in stony-faced silence.... Their turn will come soon enough.

The account executive finishes his presentation; a cold silence falls on the group.

What do they think of it? Why doesn't somebody say something?

The client's ad manager shuffles his papers; steals a loo at his boss. The agency men force themselves to kee still. They know it's the client's turn to speak. The med director unconsciously fingers his copy of Standard Ra ... and waits for the inevitable storm of questions to come

Every agency man who's been through it knows Operation Critical. A recommendation in five figures—or six—is on the table ...the result of weeks of research, dozens of interviews with helpful and hopeful representatives, agency sessions far into the night, untold man-hours of just plain work. And all for nothing, if the client doesn't go along.

The questions begin:

> **"How much of a break in rates would we get if we put the whole magazine campaign into these top five?"**
>
> **"This newspaper—how well does it cover the city and trading area population?"**
>
> **"Has there been any study of listening habits in the Kansas City region?"**
>
> **"Do these business publications get read by employees below management level?"**

Questions, questions. They range from simple to complex, from naive to shrewd. But they must be answered, then and there. The time for preparation is gone. This is it–*Operation Critical.*

The media director's fingers fly as he flips to a figure in CONSUMER MARKETS, quickly turns to a fact in Standard Rate & Data. The account executive cites a previous experience while the media man digs.

As usual, the "standard" questions are relatively easy to answer. Standard Rate & CONSUMER MARKETS have most of the facts organized. But some of the questions go beyond facts, into interpretations; comparative studies; trends . . .

> **"Which of these women's magazines carries the most ethical drug advertising?"**
>
> **"Do young people read this Sunday supplement?"**
>
> **"Has this station's audience grown in the last year? How much?"**
>
> **"Would it be worthwhile to add a second paper in this city?"**

Listings of standard facts cannot answer many such questions — they're not supposed to. But the need for quick access to summarized information has been *anticipated* by many publishers and station operators who know from experience what goes on day and night in the media department, in the agency review sessions, and in Operation Critical.

That's why approximately 1,050 individual media used 8,500 Service-Ads in 1951 to supply needed information in packaged form . . . and to place their information near their market listings (in CONSUMER MARKETS) and near their media listings (in SRDS).

How you can sell 22 markets
with one radio station
WGY
PONTIAC Daily PRESS
WGY

Service-Ads supplement the basic facts . . . and they are right there, in the conference room, when this supplementary information is most needed. They help buyers buy...they help buyers sell.

s r d s

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function

Walter E. Botthof, Publisher
1740 RIDGE AVENUE • EVANSTON, ILLINOIS
SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** advertising rates and data • **business publication** advertising rates and data • **national/regional network** radio and television service • **radio** advertising rates and data • **television** advertising rates and data • **newspaper** advertising rates and data • **transportation** advertising rates and data • **A.B.C. weekly newspaper** advertising rates and data • **consumer markets,** serving the market-media selection function • **CM analyst,** the monthly market data interpreter

FM MONTH Begins in N. C.; Wis., D. C. Prepare

FIRST statewide campaign to promote sales of FM receivers opens today (Monday) in North Carolina under joint auspices of broadcasters, NARTB and Radio-Television Mfrs. Assn. Distributors and dealers are cooperating in the FM Month, first in a series of three tests that may inspire similar campaigns in all states.

Several months of preparation have gone into the project, first major effort to promote FM cooperatively. John H. Smith Jr., director of the NARTB FM Dept., and James D. Secrest, RTMA secretary-general manager, have merged facilities of the two associations and a special RTMA subcommittee is headed by D. H. Grigsby, Zenith Radio Corp.

Pre-campaign events got under way in North Carolina last week, including regional sessions at which broadcasters and dealer-distributor interests worked out final plans. Meetings of this type included one at Raleigh, called by Fred Fletcher, WRAL-FM Raleigh, and a barbecue staged in the Rocky Mount area by Josh Horne, WFMA (FM) Rocky Mount.

Two other campaigns are moving forward. Wisconsin will start its promotion Feb. 4 and District of Columbia will begin March 1.

Chairman of the broadcasters committee in North Carolina is E. Z. Jones, WBBB-FM Burlington. North Carolina Broadcasters Assn. is cooperating through Earle Gluck, WSOC Charlotte, NCBA president. Joe Pleasants, Allison-Erwin Co., heads the distributors committee. Basic plans for the state promotion were drawn up at a meeting held in Charlotte Dec. 27.

The District of Columbia committee met Friday at NARTB Washington headquarters under chairmanship of Everett Dillard, WASH (FM) Washington. Outlying districts in the Washington trading area have joined the movement, including Winchester and Harrisonburg, Va., and Morgantown, W. Va.

Active in the capital movement are Ben Strouse, WWDC-FM Washington, chairman of the NARTB FM committee; Art Aikin, General Electric Supply Corp., and William Hills, Electric Institute of Washington.

Plans for Inaugural

Big kickoff broadcast is planned for the opening of the Wisconsin campaign Feb. 4, with all 22 FM outlets in the state expected to participate. The stations will provide talent for a broadcast designed to show the type of programming provided listeners by FM. Political leaders will take part.

Chairman of the broadcaster committee in Wisconsin is Ken Schmitt, WIBA-FM Madison. Wisconsin State Radio Council will cooperate. The council has six FM outlets operated on a non-profit basis by the state, with WHA Madison as key.

The three test promotions are expected to demonstrate that teamwork by broadcasters, distributors, manufacturers and dealers can increase the sale of FM receivers. Increased FM listening and development of public interest in the medium are other objectives.

The general plan calls on broadcasters to provide special programming, free spot advertising, printed program schedules, cooperation in planning special events and publicity cooperation with local newspapers. In turn the newspapers are expected to cooperate with enlarged FM program listings and promotional aids.

In each area the central distributors committee will coordinate advertising, publicity and promotion, with distributor personnel working for individual brands. They will use merchandising material to stimulate sales.

Manufacturers have prepared FM Month display material to be used with counter displays that promote individual brands. Material sells FM as "the best in radio reception." Advertising copy and mats are available along with handouts, mailing pieces and similar aids. Transcribed and written announcements have been prepared.

One of the extra benefits of an FM Month campaign, the joint committees believe, will be development of FM antenna and accessory business for dealers.

Special attention will be directed to farm listeners, with demonstrations of FM during the evening hours when AM reception is subject to interference in some areas. Finally, the program variety of FM stations will be emphasized.

FCC EXAMINERS

Coy Urged to Pick Chief

SELECTION of a chief hearing examiner was urged on the FCC last week by the Federal Communications Bar Assn. Letter from FCBA President Arthur W. Scharfeld to Chairman Wayne Coy held out the belief that designation of a chief examiner would "promote a more effective functioning of the examiners group as an independent unit of the agency."

Among other recommendations by FCBA, which was submitted to the Civil Service Commission last July, was that one basic grade of hearing examiners be established and that extreme care be exercised in the initial selection of examiners. Recommendations were made by the FCBA Committee on Cooperation with Hearing Examiners at the annual meeting two weeks ago [B•T, Jan. 14].

Separate examiners unit was established in June 1947 with 10 members. The late J. Fred Johnson was first chief hearing examiner. He died in May 1950. Examiner Joseph Brenner was assigned as FCC regional attorney in Los Angeles soon after the unit was established. Examiner Jack P. Blume resigned in May 1951.

WCAU Expands

WCAU Philadelphia began around-the-clock operations January 14. New schedule makes the first revision of night time programming by WCAU since the war, and the first permanent 24-hour schedule in its 30-year history. Occupying the new air time will be the *Barry Kaye Show*, extended from its present 12-1 a.m. slot to 5 a.m.

Old Golds Renews

P. LORILLARD Co., New York (Old Golds), through Lennen & Mitchell, New York, has renewed sponsorship of the second 15-minute segment of Mutual's *Queen for a Day* over 450 MBS stations. Kraft Foods, Chicago through J. Walter Thompson Co., Chicago, continues to back first segment on Monday, Wednesday and Friday, dropping Tuesday and Thursday schedule for second half of Mutual's *Bobby Benson show*.

Advertisement

Radio Buying Trends Shown In New Study

Printers' Ink report gives media activity of 222 key advertisers

TWO HUNDRED and twenty-two companies set the pace for radio advertising during the past 15 years. These 222 firms alone accounted for 90% of all the network time bought in that period! (And, of course, they are blue-chip accounts for national spot.)

What's more, they bought 59% of *all* the national advertising in the six media: network radio, network TV, newspapers, magazines, newspaper supplements and farm publications.

These are some of the facts revealed in a new study that we published recently, called "How The 'Millionaires' Advertise." (We call these 222 companies "millionaires" because each one of them invested a million dollars or more in six media in one or more of the past 15 years).

What we did was to collect the best available statistics and research on these big advertisers. Next we sifted and analyzed this information to see what trends and facts would show up.

Then we put our findings together—in simple charts and text—to show (for example): how these companies split their budgets from 1936-1950; which industries put the most money in which media; how their investments vary over the years; what the really significant buying trends are.

In other words, you see who bought how much—and *where*.

As far as we know, the information in this study has never before been presented or interpreted this way. We prepared "How The 'Millionaires' Advertise" as a service to our readers (the buyers of advertising) and to our customers (the sellers of advertising).

And since its publication, we've had hundreds of requests for extra copies of the issues in which it appeared. (One radio network bought a complete set for *every one* of the Division Managers and Sales Managers of its Radio Spot Sales Division.)

In fact, the demand has been so great that we went out of print.

So, we've prepared reprints of the entire series. It runs to 24 pages. And it sells for $1.00 (cash with order, please).

Don't you think that you and your associates and your sales staff could find a wealth of information in this study to help you sell more time to the 222 advertising millionaires of America?

Have your secretary send us your dollar today, so that you can start getting the benefit of this information right away. Ask for "How The 'Millionaires' Advertise."

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

Bob Kenyon

Printers' Ink • 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

WHAT SPEECH INPUT FACILITIES WILL YOU NEED

10 years from now?

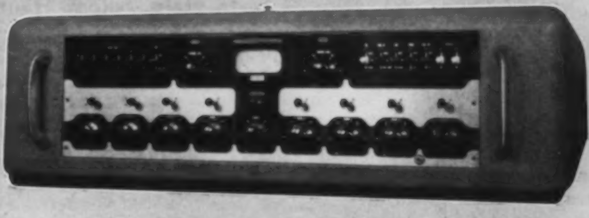
Vision into the future is a major requirement in good audio engineering to determine what speech input facilities will be as useful five or ten years from today as now. Certain is the fact that whether video or radio, broadcasting of the future will require more and more studio facilities.

We designed the SA-40 console with the future uppermost in our thinking.

Ultramodern today is the GATES SA-40 speech input console, generously equipped to fulfill the needs of video and radio stations for many years to come. It is known as the console with the extras — extra circuit and switching facilities, extra quality in construction and extra serviceability for maintenance.

If you are planning a studio installation today — think of tomorrow and then think of GATES. Write for your copy of the Gates SPEECH INPUT CATALOG and then study the functional block diagram therein and see for yourself why, if you are planning for the future as well as today, your needs can be best fulfilled by investing in the GATES SA-40 console of tomorrow.

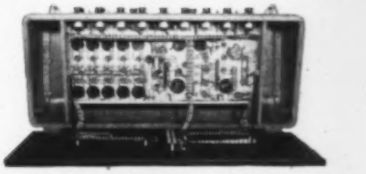
GATES SA-40 CONSOLE



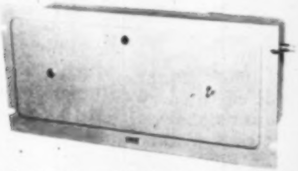
The SA-40 console is constructed in rugged tilt-back cabinet or available in matching desk (desk not illustrated). All amplifiers are individual units, quickly removable without disrupting remaining circuits; mixer keys of standard PBX type for long life; panel of lifetime anodized aluminum; key knobs in varied colors for circuit identification; beautifully streamlined. Size: 48 inches wide, 21 inches deep, 14½ inches high.

FACILITIES

Nine mixing channels; five preamplifiers; complete cue, talkback and override facilities; cue type turntable attenuators; and terminals for external patch panel, only a few of the many SA-40 features. Space for two additional preamplifiers provided.



The tilt-back-to-service feature of the SA-40 console provides complete accessibility of all components and terminal connections.



Front view of rack mounted power supply for SA-40 console. Heavy cast aluminum housing 19" wide, 8¾" high, 11" deep, is designed to provide front panel servicing.

EXCLUSIVE TERMINAL FEATURE ASSURES FLEXIBILITY

Unusual flexibility of operation is provided by bringing many of the circuits such as preamplifier outputs, mixing channel inputs and program and monitoring amplifier inputs to terminal strips. These are, in turn, bridged to other terminals and back into the normal circuit. This permits breaking any major circuit in the console for a patch panel extension.

PERFORMANCE DATA

DISTORTION	Less than 1% from 50 to 15,000 cycles overall from microphone to program lino. 2% from microphone to monitoring amplifier output.
NOISE	From preamplifier input measured at minus 60 Dbm. to program line measured at plus 8 Dbm. 65 Db. below output level. All other circuit combinations equal or superior.
RESPONSE	Within 1.5 Db., 30 - 15,000 cycles.

GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.

MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas ● Warner Building, Washington, D. C. ● International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

CONSENT DECREE

Mansfield Paper Enters

CONSENT DECREE was entered into between the *Mansfield* (Ohio) *News-Journal* and the Justice Dept. last week which binds the newspaper not to continue its discrimination against advertisers using WMAN Mansfield. *Mansfield News-Journal* is owned by the same interests which publish the *Lorain Journal*, which lost a Supreme Court decision against the same practices in that city [B•T, Dec. 17, 1951].

The consent decree, entered in Cleveland Federal Court, enjoins the Mansfield newspaper from: (1) Refusing to accept advertisements where the reason for the refusal is that the advertiser used or proposed to use another advertising medium—in this case a radio station; (2) accepting advertisements on condition the advertiser would not use another advertising medium; (3) canceling any advertising contract because an advertiser used or proposed to use another advertising medium. The negotiated judgment ended the Justice Dept.'s anti-trust suit against the newspaper and its owners, Samuel A. and Isadore Horvitz.

Last December, the Supreme Court unanimously upheld a federal court conviction of anti-trust violations against the *Lorain Journal* and its owners. In Lorain, the *Journal* refused to accept advertising from local merchants who also used WEOL Elyria, Ohio.

In the case of the *Mansfield News-Journal*, the Justice Dept. characterized ABC-affiliated WMAN, on 1450 kc with 250 w, as the "sole competitor of the *News-Journal* in Mansfield." The Mansfield newspaper was denied an AM and FM station by the FCC in 1948 due to the publishers' practices.

WEOL has pending a treble damage suit for $300,000 against the *Lorain Journal*.

MALE SINGER CONTEST

D.J.s to Help Talent Hunt

SOME 70 disk jockeys across the nation are participating in the Universal Pictures hunt for a new male singing star in connection with the Frank Sinatra Film, "Meet Danny Wilson." Listeners are being asked to submit records of their singing plus photographs to local jockeys, who will select district winners and forward their entires to New York by Feb. 4 for final judging by popular music experts.

Final winner is scheduled for free trip to Hollywood—accompanied by his sponsoring jockey—to make guest appearance on CBS Television's *Frank Sinatra Show* on Feb. 19 and for later personal appearances in key city theatres as part of film's promotion.

★ HEY! Mr. Account Man!
See your time buyer FAST
and Tell Him . . .

"Phillips Sent Me"

"Red Hot and Blue" is the Mid-South's Greatest Night Time Race Program!

- Tennessee's Governor Browning says, "It's the Liveliest Program in the South." Patti Page says, "It's Terrific" . . . and 3,000 requests per week say, "We're buying because PHILLIPS SENT ME!" It's time to let Phillips send some your way!

Get Sales on "Q" . . . Others Do!
For Spot or Program Participation
see . . . WEED!

wHBQ 56 FIRST ON YOUR RADIO
MUTUAL IN
MEMPHIS, TENNESSEE

Teen-Age Talent

ARRIVAL of 16-year-old pianist, Gerard Fremy, from France last week inaugurated Paul Whiteman's plan to bring teen-age talent from abroad to America for an exchange of views with their contemporaries. The French youngster was scheduled for video version of *Paul Whiteman TV Teen Club* Saturday and for the radio program today (Monday). An accomplished musician, young Mr. Fremy also will make appearances with Baltimore Symphony Orchestra and on local radio and television stations before he returns to France Feb. 3.

VOA GOES TO SEA

Floating 'Station' Readies

MECHANICS of the Voice of America's first seagoing ship, designed to house the most powerful vessel-borne radio transmitter, have been revealed by the State Dept.'s International Broadcasting Division.

Plans to project the Voice and U. S. "Campaign of Truth" behind the Iron Curtain and minimize Soviet jamming initially came to light last month [B•T, Dec. 31, 1951].

A 5,800-ton ex-Navy cargo ship, to be named the *Courier* and manned by Coast Guard personnel, is now being de-mothballed at Hoboken, N. J. The project, known as "Operation Vagabond," is the first of a series of seagoing broadcast stations planned by the State Dept.

A special air-conditioning system was developed for the transmitting room by marine engineers of Minneapolis-Honeywell Regulator Co. System will enable the relay outlet to broadcast under all weather conditions. Transmitting equipment is described as "several times more powerful than any domestic transmitters authorized by the FCC."

In actual operation, the floating Voice will pick up signals from the U. S. and beam them directly into target countries, reaching many areas now blacked out. It is felt that the Voice will be able to successfully dodge Russian jamming facilities. A special 100-ft. flight deck is being constructed to carry barrage balloons and antennas.

Edward W. Barrett, Assistant Secretary of State for Public Affairs, briefly explained the details of the project on NBC-TV's *Battle Report—Washington* Jan. 13.

Railroad Radio Bill

A BILL that would permit the Interstate Commerce Commission to order any railroad to install communication systems, including railroad radio hookups, has been introduced in the Senate by Sen. Ed C. Johnson (D-Col.). Orders would be subject to FCC regulations.

RADIO'S DRAW

Cited by ARBI's Ward

RADIO and newspapers have markets of their own, with radio attracting persons under 40 years of age and newspapers those over 40. This was stated Wednesday by Joseph Ward, president of American Research Bureau Inc., Seattle, when he spoke to members of the Chicago Radio Management Club luncheon.

Outlining data about the existence of two markets, Mr. Ward explained there is only a "small" overlap because the groups are "dissimilar" in many respects. Although this is not a "black and white" conclusion, he described it as a tendency shown in cases being studied now by ARBI researchers.

Fifty studies made by ARBI to measure advertising effectiveness at the point of sale in retail establishments show sales results are most effective when more than one medium is used.

Mr. Ward said the 50 stores got 55.1% of their traffic from persons seeing or hearing the advertising messages, and 44.9% from those not reached by advertising (word of mouth, counter display, etc). However, those buyers responding to advertising spent about three times as much as did the group not reached by advertising. Evaluated in dollar volume, those reached by advertising spent 77.3% of the sales gross, the non-advertising respondents responsible for only 22.7% of the total.

Radio spot can be effective in conjunction with newspaper advertising if it is used "properly", Mr. Ward said, pointing out the necessity of using enough advertising in any one medium to bring people into a store "in measurable quantity."

Among the 50 studies, radio pulled 25.6% of the traffic and newspapers 21.7%, with both responsible for 7.8%, the amount of overlap. Radio and papers were about equal when it came to the conversion factor, ARBI's term for the amount of traffic converted to sales.

Mr. Ward was introduced by President Howard B. Meyers, manager of the Taylor Co.

Sarkes Tarzian, owner of WTTS-WTTV (TV) Bloomington, Ind., will be guest of the club at luncheon Feb. 27, to which the Chicago Television Council will be invited.

Seaton Assigned

SEN. FRED A. SEATON (R-Neb.) was assigned to the Senate District of Columbia and the Post Office & Civil Service Committees last Monday. Sen. Seaton, president of KHAS Hastings, Neb., and of KMAN Manhattan, Kan., and vice president of KGGF Coffeyville, Kan., succeeded the late Kenneth S. Wherry in the Senate last month [B•T, Dec. 17, 1951].

Do you want to pay for

A Government Honeymoon at Niagara Falls?

You may be taxed for the cost of the most expensive honeymoon Niagara Falls has ever seen. The federal government's wooing of America's electric light and power threatens to reach a climax at the famous Falls.

Here's how. . . . A giant new hydroelectric power plant is going to be built on the Niagara River. And a critical point in the drive toward a government power monopoly is being argued over who will build it — the federal government or a group of 5 electric companies. (There is also a proposal to have the State of New York build the plant and sell the power.)

These electric light and power companies are ready with the plans and the money — and the lines to take the power where it will be needed — under normal public regulation.

But the job is held up — for there are people who want the federal government to take over electricity — as well as medicine and other businesses and services. They say the federal government should build the plant — even if it takes more time, and costs the U. S. public many millions in unnecessary taxes. Here's how the choice shapes up . . .

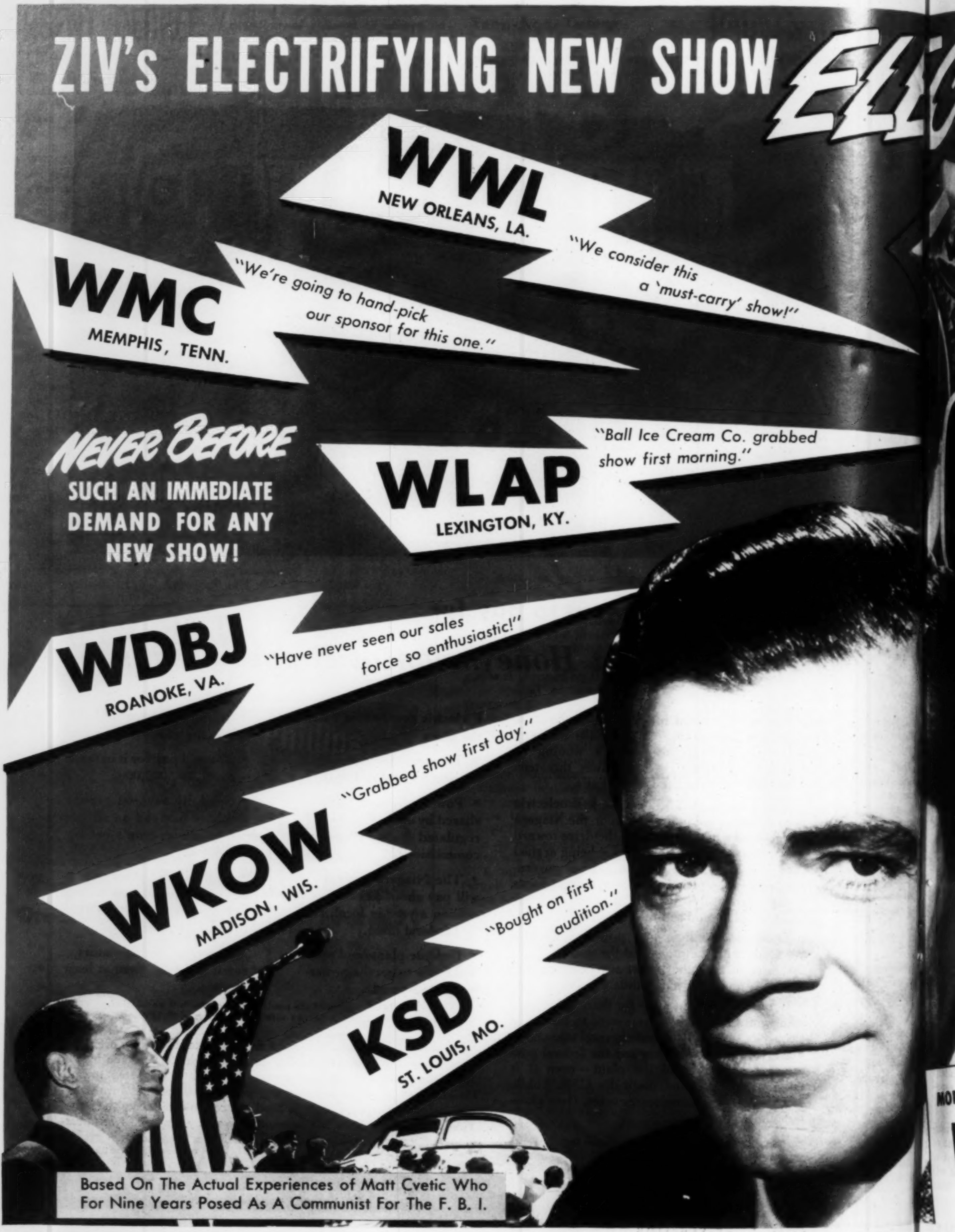
If electric companies build the plant	**If the federal government builds the plant**
• The companies and their investors will pay for it.	• *You* will pay for it in taxes — over $350,000,000.
• Power produced will be shared by all, with rates regulated by state utility commissions.	• Specially favored groups will have first call on all power. Rates *won't* be regulated.
• The Niagara project will pay about $23 million a year in local, state and federal taxes.	• Little, if any, taxes will be paid to local, state or federal governments from the sale of power.
• Defense plants and others will begin to get the power in about 3 years.	• Government estimators say it will take them at least 5 years.

NOTE: In no case would the scenic beauty of the Falls be affected. Nor has this project any connection with the controversial St. Lawrence Seaway.

Who do you think should build this new plant? Talk it over with your friends and neighbors. The decision ought to be made by the American people. . . . The government plan is a long step toward socialized electricity — because only power production is involved — with no other purposes, such as flood control, to complicate the issue. That's why these facts are brought to you by America's *business*-managed, tax-paying Electric Light and Power Companies.*

*Names on request from this magazine

"MEET CORLISS ARCHER"—CBS—Sundays, 9 P.M., Eastern Time.
Look for "THE ELECTRIC THEATRE" on Television.



ZIV's ELECTRIFYING NEW SHOW

WWL
NEW ORLEANS, LA.
"We consider this a 'must-carry' show!"

WMC
MEMPHIS, TENN.
"We're going to hand-pick our sponsor for this one."

NEVER BEFORE
SUCH AN IMMEDIATE DEMAND FOR ANY NEW SHOW!

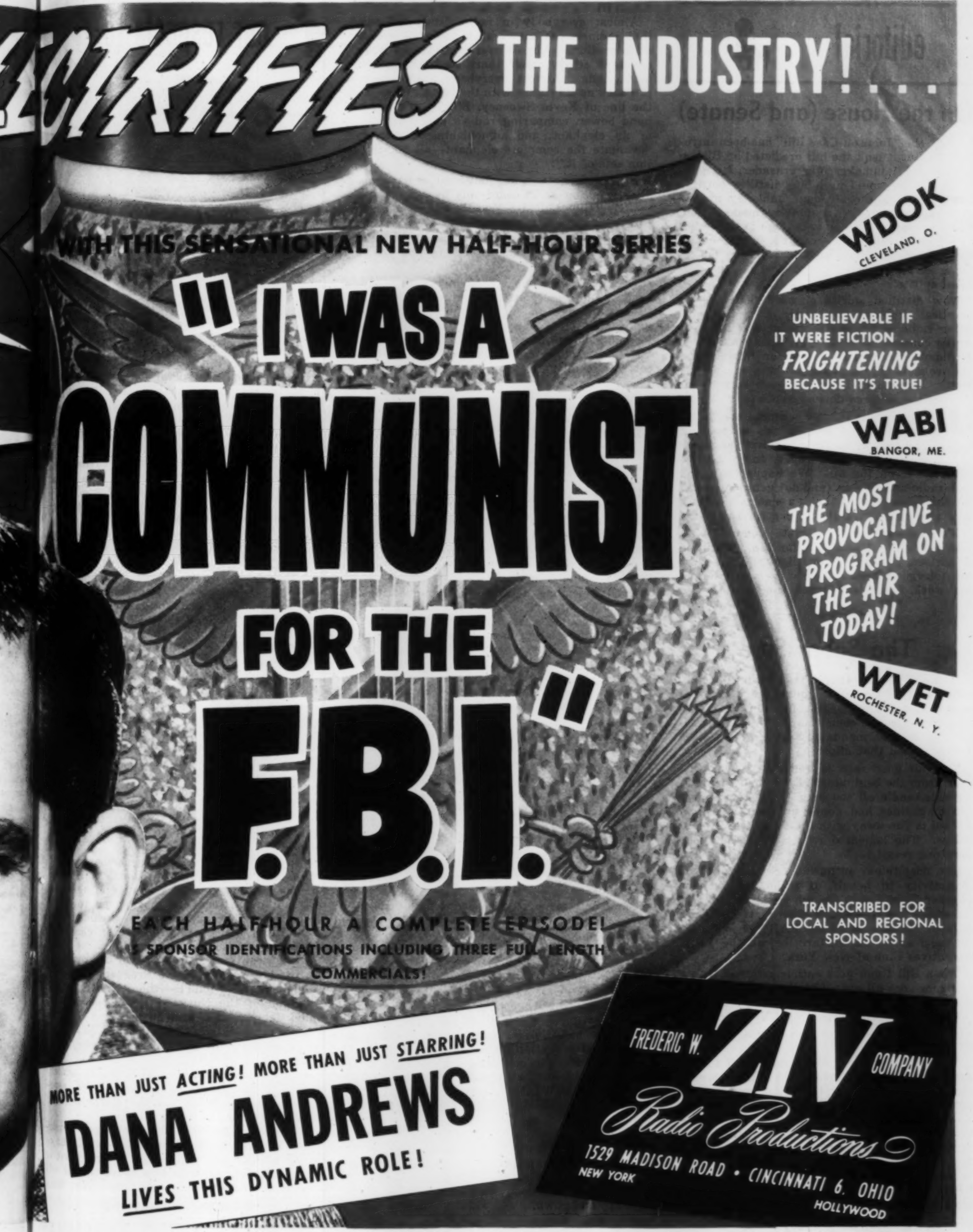
WLAP
LEXINGTON, KY.
"Ball Ice Cream Co. grabbed show first morning."

WDBJ
ROANOKE, VA.
"Have never seen our sales force so enthusiastic!"

WKOW
MADISON, WIS.
"Grabbed show first day."

KSD
ST. LOUIS, MO.
"Bought on first audition."

Based On The Actual Experiences of Matt Cvetic Who For Nine Years Posed As A Communist For The F. B. I.



ECTRIFIES THE INDUSTRY! . . .

WITH THIS SENSATIONAL NEW HALF-HOUR SERIES

"I WAS A COMMUNIST FOR THE F.B.I."

EACH HALF-HOUR A COMPLETE EPISODE!
3 SPONSOR IDENTIFICATIONS INCLUDING THREE FULL LENGTH COMMERCIALS!

WDOK
CLEVELAND, O.

UNBELIEVABLE IF IT WERE FICTION . . . *FRIGHTENING* BECAUSE IT'S TRUE!

WABI
BANGOR, ME.

THE MOST PROVOCATIVE PROGRAM ON THE AIR TODAY!

WVET
ROCHESTER, N. Y.

TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORS!

MORE THAN JUST ACTING! MORE THAN JUST STARRING!
DANA ANDREWS
LIVES THIS DYNAMIC ROLE!

FREDERIC W. **ZIV** COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

editorial

On the House (and Senate)

WELL, the "Johnson-Case Bill" has been introduced. But it isn't the bill predicted by Bishop Wilbur E. Hammaker, dry crusader, by quite a stretch. It would prohibit "distilled spirits" advertising on the air, punishable by fine or imprisonment. Bishop Hammaker made so bold as to *announce* several weeks ago that the bill *had been* introduced and that it would go all the way in banning alcoholic beverage advertising on radio and TV—beer, wine and distilled spirits.

Now distilled spirits or hard liquor is no practical problem. We know of no stations, either radio or TV, which accept that business in the continental U. S. That may not be so in remote places, like Alaska or Hawaii, and it's probable that because of these exceptions, Bishop Hammaker induced the authors to introduce the watered-down version.

The point here is (1) it discriminates against the broadcast media, and (2) it's an opening wedge. So long as its legal to advertise liquor in any medium, it would appear to be legal to advertise it on the air. We happen to think both radio and TV can (and do) get along without this business, but that's a matter of voluntary abstension. It should remain that way.

We assume that the Senate Committee to hold hearings set posthaste for Jan. 30, will be so advised, both by the distillers and the radio and television broadcasters. As we observed last week, there isn't much time to prepare.

The Sober Side

THE VERVE and vigor of radio's proponents, now that they've caught their second wind, is wondrous to behold. Out in front, to joust with the collective enemy, is the Broadcast Adverising Bureau, mandated by the broadcasters to spear-head that effort.

Now all good men in radio have espoused BAB from the beginning. Radio had been riding side-saddle all too long. The newspapers and magazines had doped up their steeds in the bid to run away with the advertiser sweepstakes. The lamented rate cuts of last year were one result.

But, despite our enthusiasm over resurgence of activity in behalf of radio, we wonder whether there's been enough sober planning in the attack. For example, there's the opening sally of William B. Ryan, BAB president, an old hand at media warfare, before the Radio Executives Club of New York.

When Bill Ryan gets enthusiastic, all 6 feet 4 of him goes all out. "While competing with all major media," Mr. Ryan told the REC, "one of our main targets is TV—that overblown, expensive, unmeasured 'movies at home' medium."

We wonder whether Mr. Ryan hasn't turned the guns on his own household. Radio broadcasters aren't fighting television broadcasters unto the death. Most of them in TV *are* radio broadcasters. And virtually all of them hope to be. "Television is the heritage of the broadcaster" has been the radio broadcasters' line. Mr. Ryan himself believes that because, when he was with KFI, he helped nurture and develop KFI-TV. It was sold by Earle C. Anthony only after Mr. Ryan had left to join the NAB (now NARTB) as general manager.

Almost everybody in radio firmly believes that radio is the super, all-inclusive, low-cost mass medium. Almost everybody knows radio has been selling itself short, and the printed media long. Almost everybody knows radio can back up its claims with the facts. (We like the line of Kevin Sweeney, Bill Ryan's right-hand bower, comparing radio's pull with that of an elephant, and admonishing buyers to "evaluate the complete elephant—all 100 million sets of it.")

What is unwise, in our judgment, is irresponsible shooting at TV—not only because it is a blood relative but also because not very many people can be convinced that TV is as trivial as Mr. Ryan would have you believe. In this kind of wild shooting, radio itself is apt to be winged.

BAB's assigned task (for which both broadcasters and telecasters are paying) is to keep its powder dry and do the shooting when it has something to shoot with. It should never lose sight of its target and that is an *affirmative* job of selling radio—the all-inclusive, lowest cost of all media.

Booby-Trap, Cum Laude

THERE HAS been unusual calm on the educational-TV front these past few weeks. Comr. Frieda B. Hennock, the educators' Joan of Arc, hasn't made a statement or even a speech before a Parent-Teacher Assn. The Joint Committee on Educational Television, well-heeled with its $90,000 windfall from the Ford Foundation, has filed only one innocuous-appearing pleading with the FCC.

In that pleading, JCET asks that educational stations be allowed to go "semi-commercial" in 14 communities to which only one educational channel is earmarked, as well as in 17 cities in which the only VHF channel is asterisked for education. This "semi-commercial" operation would obtain only until regular commercial service comes to the community involved via stations from nearby locations.

This is the booby-trap *cum laude*. Comr. Hennock won her 10% reservation on the premise of *noncommercial* operation for educational TV stations. The JCET proposal, whether it's called "semi-commercial" or "nonprofit" or "temporary," is in derogation of every commitment made by educators, on the basis of which the FCC majority went for the Hennock proposal. That, indeed, was a classic victory, although we predict it will still prove a hollow one. There isn't the money, will or need of educational organizations to fulfill the reservations acquired by the politico-pedagogues. The answer will soon be forthcoming.

There is nothing to deter educational institutions from competing with applicants for regular commercial grants. If they are to have any prefabricated allocations, as a matter of right (which we think legally and psychologically wrong), then they must adhere strictly to the noncommercial precept. If, on the other hand, they propose any degree of commercial operation, then let them drop the sham and file for commercial authorizations, casting their lots with all other applicants. That's what WWL New Orleans (Loyola) and WHCU Ithaca (Cornell), among others, are doing. They ask no preference and no alms.

We're glad to see such stations as WMBD Peoria, WHBF Rock Island (which has TV) and WDWS Champaign oppose the JCET petition. We don't think the FCC will be deluded. It can recognize a booby-trap even if it's hidden in a cap and gown.

our respects to:

WILLIAM H. FINESHRIBER JR.

IF A French instructor's post offered 20 years ago could have netted Bill Fineshriber about $300 more annually, he might have been lost to the broadcasting industry. where he serves today as newly elected executive vice president of Mutual.

Mr. Fineshriber was graduated *summa cum laude* and with membership in Phi Beta Kappa from Princeton U. in 1931.

He won several prizes upon graduation, among them the publication of his senior thesis, "Stendahl, The Romantic Rationalist." This work has since become a textbook at Princeton.

With money received from its publication, Mr. Fineshriber took a four month trip to Europe. Since he had specialized in French civilization in college, Mr. Fineshriber spent most of his time abroad in France, taking an advanced course at the Sorbonne.

He returned to America in October 1931, to face the problem of making a living in the depths of the depression. The position in Princeton's French department was open.

Mr. Fineshriber weighed the honor of teaching at his alma mater—it would have meant much. But he turned it down.

Instead, he got a job in CBS' publicity department at $45 a week, writing releases for serious music programs.

This has led to a full and varied career in radio—and Mr. Fineshriber says that he regrets not one day of the 20 years he has spent thus far in broadcasting.

During his career, Mr. Fineshriber has run the gamut of executive positions. In 1949, he left his post as general manager of the CBS program department to move over to MBS. Today, he is MBS executive vice president and, in addition, is the vice president in charge of MBS' serious music programs.

Mr. Fineshriber is well-known in broadcasting for his work with the Program Executive Committee of NARTB (then NAB), as co-chairman of the National Brotherhood Week Radio Campaign, as a member of the National Advisory Board of Radiodiffusion Francaise, and a member of many other industry committees.

As vice president for MBS, he is acutely aware of his program responsibilities, especially now that radio has the competition of television. Here is his analysis:

"If radio is to meet the challenge of television and retain its place in the forefront of of our society and our economy—and most of the ex-prophets of doom now agree that it will —it must undergo many changes. Not least

(Continued on page 52)

NO IFS . . . AND . . . BUTS . . .

BILL GORDON SELLS

EVERYTHING FROM

SOUP-TO-NUTS!

The Chas. A. Peterson Company process nut-meats under the CAPCO label . . . and has retail outlets in food and drug stores . . . CAPCO bought spot announcements on the Bill Gordon Show on WHK . . . to sell a special package and to increase counter trade during their off-season.
ONE spot announcement brought a $1,200.00 order!
Mr. Chas. A. Peterson, president of the Chas. A. Peterson Nut Company, reported that the balance of the spot campaign resulted in a 25% increase in counter trade and an average of four to six telephone orders per day. Naturally, Mr. Peterson thinks that WHK's Bill Gordon is the NUTS!

UP
UP
UP...
GO
SALES!

When Bill Gordon entertains . . he ENTERTAINS! When Bill Gordon talks . . . he SELLS! Add that to WHK's listening audience . . . and you've really got something!

THEY *STAY* ON
WHK
HEADLEY-REED COMPANY
National Representative

CLEVELAND, OHIO

FACTS

to file for your 1952 budgets!

1

KWK delivers listeners in the St. Louis area at the lowest cost per thousand!

2

KWK has more locally produced quarter-hours than any other St. Louis network station!

3

KWK serves more local sponsors than any other St. Louis network station!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

Our Respects To

(Continued from page 50)

among them will be the responsibility of the program builders."

"Rather than a host of new program forms and original ideas, desirable as they would be, I think the year ahead will see AM concentration on the established program types in which it already excels. And from that concentration will emerge a fuller understanding of the element of impact."

Mr. Fineshriber practices what he preaches. To him goes much of the credit for the MBS schedule of 10 star-studded programs heard six-nights weekly featuring Metro-Goldwyn-Mayer talent.

Born Nov. 4, 1909, in Davenport, Iowa, as William H. Fineshriber Jr. (he insists the "H" in his name stands for nothing), the future radio executive spent only his earliest years there, moving with his family to Memphis at a very young age.

In Memphis, he was valedictorian of his class at the Maury Grammar School. After two years of high school, Mr. Fineshriber moved with his family to Philadelphia. In 1927, he was valedictorian of his graduating class at West Philadelphia High School.

His choice of a university was made easy, when he was presented a scholarship to Princeton. The Philadelphia Board of Education presents only one such scholarship annually.

At Princeton he was active in college affairs. His memberships included the Banjo Club (he plays the mandolin) and Glee Club. On the editorial board of the *Daily Princetonian*, he first met Bob Schmid, MBS vice president.

Married in 1933

In April, 1933, after having worked at CBS for two years, Mr. Fineshriber married Clotilde Heller. In October 1934, he left CBS to manage Carnegie Hall. This was to his liking since both he and his wife are especially fond of classical music. In his Carnegie Hall position, he and his wife attended about 300 concerts a year.

This thorough regrounding in music led to his return in 1937 to CBS where he wrote serious music shows—sometimes as many as 22 a week.

After a brief fling as intermission commentator on the air for the Philharmonic Orchestra and for CBS, he was named director of the CBS music department.

He directed and produced such shows as *American School of the Air*, the *Philharmonic Symphony*, the *Howard Barlow Concerts* and the *Ford Summer Hour*. Mr. Fineshriber is a past winner of many Ohio State U. awards for educational programs.

Early in 1940, he was named director of short-wave programs. Here his knowledge of German, Italian, French, Spanish and Portuguese came in handy. He helped set up La Cadena De Las Americas, a network of about 100 stations throughout Latin America, which daily was fed 17 hours of varied programming.

Mr. Fineshriber worked with Davidson Taylor in the coordination of Inter-American Affairs and, in 1943, when Mr. Taylor joined William Paley at the Office of War Information, Mr. Fineshriber was appointed assistant director of broadcasts. He had become No. 2 man in the CBS program department.

Four historic and memorable periods stand out in Mr. Fineshriber's recollection on that operation: D-Day coverage; the week in which the entire schedule was cancelled to cover the late President Roosevelt's death; the trip to San Francisco in 1945 in connection with the founding of the United Nations, and the VJ Day programs.

In 1947, Mr. Fineshriber was named general manager of the CBS program department. He joined Mutual in July 1949, a few months after Frank White had been named MBS president.

His hobbies include tennis, golf, horseback riding, the theatre and concerts. At the moment, he is particularly proud of the horsemanship of his 12-year-old son, Billy. Mr. Fineshriber also has a daughter, Joy, 13.

ROAR WITH RORER

FCBA Fete Has Pu

NO NEOPHYTE is Dwight E. Rorer, who brought house down with his quips and parodies at the annual Federal Communications Bar Assn. dinner two weeks ago.

Mr. Rorer is a member of Washington's famed Gridiron Club, Alfalfa Club, J. Russell Young School of Expression—all dear to Washington funsters' hearts. He hopes that the FCBA dinner may become in radio-TV circles what his other associations are noted for—occasions for barbed satires on current Washington matters.

Mr. Rorer is no stranger to show business. In 1937-38 he managed WPEN Philadelphia and in 1941-42 he ran a disc jockey show 6-9 a.m. on WWDC Washington.

Parody that tickled the risibilities of the 400 guests at the FCBA dinner was to the tune of "Chloe," using the name of T. J. Slowie, FCC Secretary, in its stead. Chorus, written by Mr. Rorer, was:

Through those three long years we
(still don't know) where we are
Is it wrong or right to find out just
where we are
We've roamed through the dismal
spectrum searching with joy
Soon we all were lost there
Then we met up with Coy
Then with Sterling, too
Walker, Hennock, Hyde, Webster, oh!
boy and Bob Jones couldn't go too
far—color bar
If you do something for us
We'll sing the Hallelujah Chorus
Surely you can tell us more
You've been there since thirty-four

a million dollars worth of talent for $40 to $57.50 a month

based on advertising rates

stan freeman's jazz quartet

Stan's the piano man of the hour. He's featured on today's top radio and tv programs, like *Piano Playhouse, This Is Show Business*, and the *Faye Emerson Show*. His quartet is the best yet, and it's yours with the many great artists in the

SESAC Transcribed Library

which includes Jazz, American Folk, Band, Concert, Hawaiian, Barbershop, Novelty, Religious, and Latin-American Music.

SESAC, Inc. **475 Fifth Avenue** **New York 17, N.Y.**

memo to big city
time buyers—
ZENITH

Don't overlook F.M.

You're working in the city. Turn on your radio. Listen to one of your AM commercials. It's coming through, clear as a bell, from that big transmitter nearby. Sounds fine, doesn't it?

But there are many places in the country where that commercial of yours can't be heard at all—even though it's broadcast from an AM station right in the neighborhood.

For in many places "radio climate" is such that the AM signal is torn to pieces by static, garbled by interfering "crosstalk." *The folks you're trying to sell can't hear your message at all.*

FM solves that problem for you in many areas. FM is clear as a bell *whatever* the "radio climate." So in making *your* time schedules—Don't Overlook FM.

NOTE: During its recent spot radio campaign on Zenith Hearing Aids, Zenith used separately keyed spots on FM and AM stations in many cities. In several cases, returns from FM outnumbered those from AM. In others, FM was—on the basis of cost per inquiry—the best broadcast buy. Here's real proof of the growing importance of FM!

ZENITH
REG. U.S. PAT. OFF.
•LONG DISTANCE• RADIO and TELEVISION

THE ROYALTY OF RADIO AND TELEVISION

R-1526B

ZENITH RADIO CORPORATION • *Chicago 39, Illinois*

Why WFBR is

BIG

in Baltimore

NO [illegible] OF A SERIES

CLUB 1300

CLUB 1300 is *the big* participating program in the Baltimore area! Biggest average ratings for the full seventy-five minutes, biggest mail pull, biggest studio audiences, biggest in every way.

CLUB 1300 success stories are legion. Ticket requests are fabulous. Audience loyalty is tremendous! Get aboard CLUB 1300 for your share!

Ask your John Blair man or contact any account executive of . . .

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE MD

UP REALIGNS

Newsom Leaves Radio Post

EXECUTIVE realignment within the United Press news department in New York was announced last week, with Radio Manager Phil Newsom named foreign news editor, William C. Payette appointed manager of United Press Movietone News and John J. Madigan named radio news manager. Harry Ferguson, foreign news editor since the Korean outbreak, was appointed executive editor.

The reassignments were announced Thursday by Earl J. Johnson, UP vice president and general news manager.

Mr. Ferguson, appointed executive editor, has been with UP since 1928 and has served as reporter, sports editor, and assistant general news manager as well as foreign news editor.

Mr. Newsom

Mr. Madigan

Mr. Newsom, who leaves the radio managership to succeed Mr. Ferguson as foreign news editor, is a native of Nebraska and was night editor in Chicago and later in New York before being named radio manager in New York. He spent most of last year as a correspondent in Japan and Korea.

Mr. Payette

Mr. Ferguson

Mr. Payette, manager of the UP Movietone News, helped establish this service for TV stations last year, after serving as manager for UP in Venezuela, Colombia, and Ecuador. Before that, he had managed UP bureaus at Butte, Mont., and Los Angeles, and had worked in Seattle and Portland, Ore.

Mr. Madigan, new radio news manager, has been in charge of the Radio News Report as acting manager since Mr. Newsom left for Japan early in 1951. He formerly was UP manager at Portland, Me., and served in Boston as radio news editor for New England.

LOS ANGELES Chapter of Representatives Inc., local chapter representatives of Radio Parts Manufacturers, Chicago, has issued 1952 *Directory*.

front office

HUGH POTTER, manager of WOMI Owensboro, Ky., named to Research Advisory Committee of Broadcast Advertising Bureau, N. Y.

Mr. Kirby

WINSTON L. KIRBY, ABC National Spot Radio and TV Sales Dept., to O. L. Taylor Co., N. Y., station representative.

WILLIAM V. REYNOLDS, Arizona newspaper man, to KRIZ Phoenix sales staff.

DONALD WARD to sales at Blair-TV, Chicago, from ABC-TV Chicago, where he was actor and producer.

NEAL A. SMITH, sales service manager and account executive, WLW Cincinnati, to WCOL Columbus as station manager.

BOBBY SACCO returns to sales staff of WAZL Hazleton, Pa., after serving in U. S. Army.

L. SPENCER MITCHELL, general manager, WDAE Tampa, Fla., named advertising director of Tampa Times Co. in addition to present duties.

CHARLES A. HAMMARSTROM, Paul H. Raymer Co., N. Y., to The Katz Agency, station representative, as member of its N. Y. radio sales staff.

MERRILL RAWSON, San Francisco sales and public relations man, to sales department, KGW Portland, Ore.

KCMC

1230 Kc

TEXARKANA

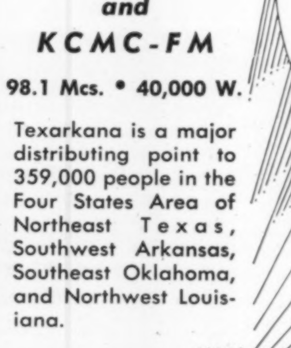
TEXAS-ARKANSAS

ABC and KCMC-FM

98.1 Mcs. • 40,000 W.

Texarkana is a major distributing point to 359,000 people in the Four States Area of Northeast Texas, Southwest Arkansas, Southeast Oklahoma, and Northwest Louisiana.

SEVIER
HOWARD
DE QUEEN
INDICATED .05 MV/M
NASHVILLE
Arkansas
LITTLE RIVER
HEMPSTEAD
ASHDOWN
HOPE
BOWIE
DE KALB
NEW BOSTON
KCMC
TEXARKANA
Texas
CASS
ATLANTA
LINDEN
LAFAYETT
CADDO
BOSSIE
Louisiana
MARION
VIVIAN



A population made prosperous from Manufacturing, Lumber, Livestock, Cotton, Oil, Grains, Fruits and Vegetables.

FRANK O. MYERS, Mgr.

NATIONAL REPRESENTATIVES:
O. L. TAYLOR COMPANY

KAMD
CAMDEN,
ARKANSAS

Thousands of residents employed in vast paper mills, furniture factories, lumber industry and agriculture. Camden is the home of one of the largest Navy Ordnance installations. Reach them all through this pioneer station of South Arkansas serving Ouachita County.

CHARLES F. WHITESIDES JR., local sales manager, KTBS Shreveport, La., named commercial manager. **RICHARD WILCOX**, sales staff, named local sales manager.

JEROME B. HARRISON, account executive and executive assistant to vice president of Ward Wheelock Co., N. Y., and **ROBERT L. STONE**, staff associate, Creasap, McCormick & Paget, management engineers, to ABC television as account executives.

ROBERT L. HAMMETT opens his own consulting engineering office in Bankers Investment Bldg., S. F. He has been associated with **A. EARL CULLUM JR.**, Dallas.

THOMAS F. O'LEARY, WXYZ Detroit radio sales staff, transferred to television sales, WXYZ-TV.

Mr. O'Leary

RICHARD GREY, writer-producer-director, National Council of Churches of Christ, N. Y., to KTTV (TV) Hollywood as production operations manager.

BRUCE G. BEICHL, commercial manager, WFHR Wisconsin Rapids, Wis., to WOBT Rhinelander, Wis., as station's general manager.

JOHN L. KING, president of U. of Washington's board of regents, named to the board of directors of KIRO Seattle.

D. D. SMITH, newspaperman and Miami sales promotion specialist, to WFEC Miami as sales manager.

Personals . . .

AMOS BARON, manager, KECA Hollywood, to St. Luke's Hospital, Pasadena, for leg bone grafting operation. **HARRY WALSTRUM**, KECA program director, in charge of station during estimated two-week absence.

KLAUS LANDSBERG, general manager, KTLA (TV) Hollywood, received scroll of appreciation from L. A. County Board of Supervisors for *Playcrafters Club*, public service TV series.

MAURICE CORKEN, director of sales, WHBF and WHBF-TV Rock Island, Ill., appointed member of Rock Island Centennial Commission.

JOHN ESAU, vice president-general manager, KTUL Tulsa and KFPW Fort Smith, Ark., commissioned a Commodore in the Oklahoma Navy by Gov. Johnston Murray.

CLEARY NAMED

Is Prod. Mgr., NBC Radio

APPOINTMENT of John P. Cleary, NBC radio executive producer, to the post of eastern program director and production manager for NBC Radio was announced last Wednesday by Charles C. Barry, vice president in charge of radio network programs.

Mr. Cleary succeeds Leslie Harris, who resigned a few months ago to become radio-TV director of Colgate-Palmolive-Peet.

He joined NBC as a page in 1938. Two years later he left to become a talent representative. Subsequently he joined ABC, serving as audition director and, later, executive producer. From 1949 until he returned to NBC in 1950, he was radio director of Kaster, Farrell Chesley & Clifford, where he produced the *Duffy's Tavern* program from Puerto Rico.

Among his special assignments for NBC was the entertainment program which he produced for the network's convention at Boca Raton last November.

SAFETY DRIVE

Traffic Fatalities Reduced

THIRD annual "Silly Willie" traffic safety campaign, a one-month drive conducted by WFIL and WFIL-TV Philadelphia in cooperation with the Philadelphia Highway Traffic Board and other civic agencies, has been credited with saving 10 lives.

Figures released by Philadelphia police disclose that nine persons were killed by motor vehicles during the campaign which ended December 15, in contrast with the 19 who lost their lives during the corresponding November-December period the previous year.

Campaign was valued at more than $150,000 in terms of radio-television time and advertising space donated by WFIL stations and cooperating organizations.

Annual campaign has earned recognition as one of the most ambitious public-service projects ever attempted by a community. It has gained for WFIL such honors as the Alfred P. Sloan Highway Safety Radio Award and the National Safety Council's Public Interest Award.

ALTEC for every broadcast need!

When you buy for broadcast you want the best . . . and Altec makes the best microphones for every phase of broadcasting and telecasting. Altec microphones are outstanding for everyday use and will exceed even the most exacting requirements when called upon for special jobs. If you are not already familiar with these exceptional microphones, expose yourself to their undeniable advantages.

For quality, the omnidirectional 21B has no peer. In video, if the mike must be shown, the 21B will be virtually invisible. Quality, ruggedness, small size and eye-appeal make the 21B outstanding above all others.

The 639B is the well known standard for directional microphones. When studio noise or other conditions dictate a directional unit, the 639B with its six selective patterns is sure to fill the need.

The 633 "saltshaker" has long been popular for general studio and field use. For ruggedness and quality at moderate price there is no better.

ALTEC LANSING CORPORATION

9356 Santa Monica Boulevard, Beverly Hills, California
161 Sixth Avenue, New York 13, New York

$14 MILLION GAIN* IN WISL

Primary Area

RETAIL SALES

TOTAL RETAIL SALES
$161,194,000

FOOD
$42,984,000

GEN'L. MDSE.
$15,628,000

APPAREL
$12,611,000

DRUG
$4,085,000

Serving the Largest Concentrated Market area between Harrisburg and Wilkes-Barre, Penna.

WISL

Shamokin, Pa.

1000 WATTS—FULL TIME

A Mutual Affiliate

**Source: Standard Rate and Data Service*

air-casters

CHARLES F. DOLON, continuity and production director, WJMO Cleveland, to *Telenews Production,* N. Y., as coproducer of *This Week in Sports.*

DR. ROY K. MARSHALL, educational director, WFIL and WFIL-TV Philadelphia, honored by the Drexel Institute of Technology for "noteworthy work in interpreting science and its manifestations to the layman." Dr. Marshall conducts *The Nature of Things* heard on the ABC network once a week.

JACK ELINSON, co-writer Jimmy Durante portion NBC-TV *All Star Revue,* father of boy, David, Jan. 9.

Mr. Hansson

PETE HANSSON, sports director, WIZE Springfield, Ohio to WING Dayton in same capacity.

COLBY LEWIS named assistant program manager at WTMJ-TV Milwaukee. **JOE FOX** to art department and **WILLIAM McCORMACK** becomes assistant continuity manager. All have been on station's staff prior to new assignments.

FORRESTER MASHBIR, camera director, KTTV (TV) Hollywood sports features, promoted to director of sports.

MARY KARR, continuity director, WMIL Milwaukee, to NBC Chicago press staff as writer.

ALAN COURTNEY, station relations, NBC Western Div., Hollywood, to NBC New York in similar capacity.

NELSON CASE, host on CBS Television's *Ken Murray Show,* signed to handle commercials on the Johnson Wax *Robert Montgomery Show.*

WALTER DUNDON, mimeographing department, and **GEORGE PEDICINI,** staff writer, CBS Radio Hollywood, have started Monday classes in acting for Columbia Workshop. Open to all CBS employes, instruction will be augmented by guest speakers.

HOWARD BURNETT, production department, WIP Philadelphia, and **MARGARET J. BACHINGER,** WIP continuity writer, are to be married Feb. 12.

HARRY KOPLAN, m.c., CBS Radio *Meet the Missus,* assigned role in Lippert Pictures' *Hells Gate Prison.*

HAROLD F. MEANS Jr., KGAR and KIUL Garden City, Kan., to KMTV (TV) Omaha.

ROBERT SMITH, publicity director, WGAR Cleveland, father of girl, Joanne.

DON MURPHY, program director, WAZL Hazleton, Pa., appointed head of public service and special events. **BILL GRAHAM** of station's sales staff replaces him as program director.

ROBERT F. REYNOLDS, WJBK Detroit, to WJR same city as associate sports editor assisting **VAN PATRICK,** signed to announce all baseball games for the Detroit Baseball Co.

WALTER NEIMAN appointed program director at WGSM Huntington, Long Island, N. Y.

MONTY MASTERS, KNBC San Francisco writer-producer, to NBC Hollywood in same capacity.

ROBERT B. MACDOUGALL, director of educational activities, WATV (TV) Newark, will address the National School Public Relations Assn. of the National Education Assn. at its Boston meeting in April.

VERNON WINSLOW, disc jockey, to WMRY New Orleans, for a two hour disc show daily. **ROBERT De COY** same station, appointed sports and news director replacing **MALCOLM LaPLACE,** resigned.

WILLIAM TAYLOR, music director, WMCA New York, to CBC Toronto studios as arranger-conductor.

PAT WRIGHT, radio editor, WBBM Chicago, and Hugh Reynolds to be married Jan. 25.

TOM TAUSSIG, producer, WTOP (TV) Washington, appointed program service director replacing **EDWIN HALBERT** who joins CBS Television, New York.

DR. ARTHUR MYERS of daily *Unseen Advisor* broadcasts on WIP Philadelphia has resigned after 11 years in radio because of poor health. He will continue his Sunday afternoon program however.

MURRAY HEILWEIL, assistant to merchandising director, *American Weekly,* to NBC New York in similar capacity. **GORDON LANE,** assistant to the president and general manager, James Chirurg Co., N. Y., to New York district supervisor, NBC merchandising department.

Mr. Heilweil

Mr. Lane

JAMES BAKER, director, KLAC-TV Hollywood, to KGO-TV San Francisco in similar capacity.

ROSS McLEAN, talks producer, CBU Vancouver, to CBC Toronto for TV programming.

LARRY WELCH, disc jockey, WJW Cleveland, to WARD Johnstown, Pa., in same capacity.

JIM DAVIS, Wyckoff Adv. Agency, S. F., to KGO and KGO-TV San Francisco promotion, publicity and advertising department.

LARRY DOBKIN, Hollywood radio actor, assigned role of Nicky Blair on NBC Radio daytime serial, *Dr. Paul.*

ERIC DANIELSON, program traffic manager, NBC Chicago, father of boy, David Francis, Jan. 2.

JACK RONEY, announcer, WNBW (TV) Washington, father of a boy, his second child.

More POWER to you
Buy WINS ...it Sells!
WINS

WINS NOW
50,000 WATTS
Day and NIGHT!

Now WINS offers a powerful 50,000 watts around the clock. This means still greater coverage—an even better signal—another reason why . . .

1010 WINS!

50,000 WATTS
DAY AND NIGHT . . . NEW YORK

CROSLEY BROADCASTING CORPORATION

ROLAND D. IRVING, Emil Reinhardt Adv., Oakland, to KRON-TV San Francisco as promotion manager. He replaces E. W. Malone, who resigns Feb. 1 to form his own syndicated AM radio program sales organization [see ALLIED ARTS].

BENJAMIN DRAPER, KGO-TV San Francisco producer of *Science in Action*, joins teaching staff at San Francisco U. Extension Center to instruct a class in television writing.

JACK HOLMES, disc jockey, WLOW Portsmouth, Va., and brother of Jersey Joe Walcott, heavyweight boxing champion, will be featured in a three page story in the February issue of *Color* magazine.

H. TAYLOR VADEN to WPTF Raleigh, N. C., as supervisor of publicity, merchandising and promotion.

ADRIENNE BAYAN, radio and TV actress, joins cast of CBS Radio daytime serial, *Young Dr. Malone*.

RICHARD F. HANSER, script writer, RKO Pathe, to NBC New York to assist **C. S. FORRESTER** in preparing *Victory at Sea*, 26-week program series on the U. S. Navy during World War II.

News • • •

DICK HORNING, former operations officer in the Central Intelligence Agency, Far East Div. of U. S. Foreign Service, to WTCN and WTCN-TV Minneapolis news staff.

Mr. Horning

DAVID V. R. STICKLE, film and news director, WMAR (TV) Baltimore, chosen city's "Outstanding Young Man of the Year" by the Baltimore Junior Assn. of Commerce.

IRWIN BEHRENS, news editor, Northwest German Radio, Cologne, Germany, in U. S. to study American newscasting methods. While in Los Angeles, he selected KTTV (TV) Hollywood as special study.

HOWARD HOLSCHUH, KGO San Francisco news writer, recalled to active duty as lieutenant in Navy. No replacement named.

DON SMITH, news staff, WKBN Youngstown, Ohio, appointed news editor.

JOHN H. THOMPSON, manager of news and public affairs for KNBC San Francisco, named director of Redwood Empire Assn.

BOB BALLARD appointed news and sports director at KARE Atchison, Kan.

CEDRIC FOSTER, MBS commentator, left last week with group of newspaper editors for month's survey of American defense installations in Europe and North Africa.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

FLOOD HOAX
WPAZ Gets Confession

PEOPLE everywhere were talking about the "Walking Murphys"—a family foursome which reportedly had trudged from Topeka, Kans. to Philadelphia, Pa. after the Kansas flood—but it remained for WPAZ Pottstown, Pa. to unravel the story behind the story.

WPAZ had joined in the welcome for a man, his wife, and a son and daughter, holding a "Murphy Marathon" which drew money and gifts from donors. Others—in Pottstown, Pa. and throughout the nation—also showered them with gifts.

Then the real story exploded, revealing a hoax. The "Murphys" turned out to be Lillibridges; they were from Baltimore, not Topeka; and they had fooled the nation for years, including radio stations, newspapers and the public.

When the fumes of the hoax had cleared away, WPAZ and News Editor Sydney Omarr had a 45-minute tape-recorded confession from the "Murphys," which it aired.

WPAZ returned the money and gifts to the donors and the "Murphys" left town, "this time really walking," according to Manager Herbert Scott.

BASKETBALLCASTS
WORC Airing Full Schedule

WORC Worcester, Mass., is carrying the complete schedule of 27 home-and-away games of the 1951-1952 Holy Cross basketball team, with Worcester County Electric Co. sponsoring the entire schedule.

Gus Parmet, WORC sportscaster, and Curt Gowdy, Boston Red Sox baseball announcer, are handling the play-by-play with Dick Smith doing the color.

Wilder Moore, appliance sales manager, is supervising merchandising and promotion and works with Ed Chace, account executive of Harold Cabot Agency, Boston.

KDKA 24-Hour Schedule

KDKA Pittsburgh, in cooperation with the Office of Civil Defense, has begun a 24-hour schedule of broadcasting. Selected as one of 10 key radio stations in the United States to be used in the civil defense plan, KDKA will operate the round-the-clock schedule continuously except from 1-8 a.m. Sunday for maintenance. Under the civil defense plan, radio stations across the nation will monitor the key station nearest them.

ALL participants in the radio or television version of ABC's *Original Amateur Hour* prior to Dec. 1 of this year will be eligible for a four year tuition scholarship at North Dakota Agricultural College according to Fred S. Hulta, president of the college. Winner will be selected on the basis of a 200 word application, judged by a group of university presidents.

Advertisement

From where I sit
by Joe Marsh

Jiggs Gets
Four "Hot-Foots"

Cappy Miller's bought himself a new car. We won't be seeing his old jalopy bouncing over the back roads any more. I'm going to miss it, too.

Many a morning Cappy and I drove off in that rattletrap for a day's hunting or fishing. We'd pile rods or guns in back, prop open the trunk compartment—so Jiggs, Cappy's pointer, could jump in and go along.

They say when Cappy brought the new car home he opened up the hood to show off the engine—and poor old Jiggs hopped right in! Figured it was the trunk. He hopped right out in a hurry, too. That cylinder head was mighty hot.

From where I sit, old habits are hard to shake, once they get a hold. Like, for instance, too many people are still in the habit of trying to run their neighbors' lives—telling them how to act, what to wear, whether or not to enjoy a refreshing glass of beer. I say that kind of thinking's outmoded . . . ought to be turned in for a new model!

Joe Marsh

Copyright, 1952, United States Brewers Foundation

30 Years
of
Fitting a Medium
to a Market

WSYRACUSE
NBC AFFILIATE

Covers ALL
of the Rich
Central N.Y. Market

●

Write, Wire, Phone
or
Ask Headley-Reed

allied arts

WILLIAM F. CAROLAN appointed general sales manager for room air conditioners at RCA Victor Div., Camden, N. J.

CLEMENT FULLER, script chief, NBC New York, to Ted Baldwin Inc., New York packager, as script writer for TV film series, *Spotlight, U. S. A.*

E. W. MALONE, who resigns next week as promotion manager of KRON-TV San Francisco, and **CHARLES EDWARD,** former producer with various eastern AM stations, organize Tele-Spin, radio program sales firm, San Francisco.

RCA TUBE DEPT. offers two new TV data books, *RCA Kinescope* and *Television Servicing,* to all radio service dealers. Previously, books have been available in conjunction with the company's "Treasure Chest" promotion campaign on TV picture tubes.

PRINCETON FILM CENTER, Princeton, N. J., to record full musical score of Princeton Triangle Club's *Never Say Horses.*

MUNTZ TV Inc., Chicago, reports a 33% increase in TV set sales for an eight month period ending Nov. 5, 1951.

WARREN EARL, director of education, American Institute of Research, Hollywood, to also act as educational consultant for KLAC-TV Hollywood *Timmy O'Toole Time.*

NEW SCHOOL of Social Research, N. Y., announces four 15 week courses on films and television to be given in the spring semester.

DAVE BOGARD, publicity and promotion, KGO and KGO-TV San Francisco, to Mike Moser Enterprises, Hollywood, in similar capacity for *Space Patrol* TV film series.

FERDINAND W. SCHOR appointed chief engineer in charge of military engineering for Motorola Inc., Chicago.

CARL POST, publicity, William F. Broidy Productions, Hollywood, named director of advertising and publicity.

ALBERT E. HYLAS, Allen B. DuMont Labs, to speak on "Design Considerations" for UHF Tuners at Radio Club of America meeting Jan. 24.

IRVING ROBBINS named vice president and general manager of Starrett Television Corp., N. Y.

MARSHALL WELLS named sales manager of Hoffman Radio Corp., L. A.

S. W. CALDWELL Ltd., Toronto, transcription distributor, has opened office at Winnipeg. **LES GARSIDE,** Inland Broadcasting Service, appointed manager.

CONSOLIDATED TELEVISION SALES, N. Y., moving to new offices at 25 Vanderbilt Ave.

DON LANGAN, program director and creative executive with Newell-Emmett, N. Y., Aitken-Kynett, Phila., and most recently with the Fred Waring organization, to Times Square Productions Inc. as vice president in charge of sales.

ROGERS & COWAN, public relations, opens new office at 624 Madison Ave., New York. Telephone: Plaza 3-0164. Firm also is in Beverly Hills, Calif.

E. JOHNNY GRAFF, vice president, Snader Telescriptions, New York, and **PEGGY MOORE,** Chicago TV model, announce their marriage.

Dr. COURTNAY PITT, vice president in charge of finance, Philco Corp., named to top level management policy committee of same company. Position will entail establishment of Philco's broad financial and operating policies.

IVOR M. LESLIE, vice president in charge of engineering and manufacturing, Canadian Radio Mfg. Corp., to Crosley Radio and Television Ltd. as vice president and director.

GEORGE FISHER and **ALFRED LE VINE** named to cover midwest territory for Snader Telescriptions Sales Inc., Beverly Hills. **ROBERT F. BLAIR** to represent company in Cleveland.

ROBERT DAKER, director of The March of Time Forum Films, N. Y., appointed executive vice president of Association Films Inc., rental distributing agency, N. Y. Mr. Daker will head organization's new subsidiary, Seminar Films.

JAMES N. RICKS, sales representative, WNEX Macon, Ga., to sales staff of World Broadcasting System, N. Y., producer of transcribed library programs and features.

Equipment . . .

ADMIRAL Corp., Chicago, has purchased Molded Products Corp., same city, to be operated as subsidiary of Admiral. New plant will produc 150,000 TV, radio, radio-phonograph and record player cabinets a month.

PERMOFLUX Corp., Chicago (electronic components), announces availability of a binaural (three dimensi hearing) headset.

RCA VICTOR, Camden, N. J., announces new master switching consolette (RCA type BCS-11A) providing complete master control of 1 program sources to three outgoing lines along with features usually found in custom-built equipment.

GENERAL RADIO Co., Cambridge, Mass., announces production of General Radio Type 942-A Output Transformer for use in regular audio amplifiers, high power modulators, amplifiers for electronic musical instruments and constant-voltage audio distribution systems.

FAIRCHILD RECORDING EQUIPMENT Corp, N. Y., announces the completion of Fairchild Pic-Sync Tape Recording and Playback System. Device will permit visible marking of quarter inch tape so that it may be accurately edited, frame by frame, with sprocketed moving picture film.

Technical . . .

ROBERT SIDWELL, assistant manager, KUBC Montrose, Calif., to KTO Mankato, Minn., as chief engineer.

JAMES EICHENBERG, Pacific Telephone & Telegraph microwave test board engineer, and **WALTER MILLS,** radio and electronics teacher at Commerce High School, S. F., to KNBC San Francisco technical staff. They are first replacements named for four KNBC staffmen whose transfers to NBC Hollywood were announced earlier. Fifth transfer from KNBC to NBC Hollywood was announced last week: **H. R. HIBBARD.**

30 Years
of
Fitting a Medium
to a Market

WSYRACUSE
NBC AFFILIATE

Covers ALL
of the Rich
Central N.Y. Market

●

Write, Wire, Phone
or
Ask Headley-Reed

Now...
1310
ON EVERY DIAL
5,000
WATTS
NBC
WISE
ASHEVILLE, N.C.
203,000 NEW LISTENERS IN
WESTERN NORTH CAROLINA

JANUARY 21, 1952

TELECASTING

[illegible] ISSUE:

[illegible] Studying Its Video Plan Page 61

[illegible] Network [illegible] Billings Page 61

[illegible] to Review Color Ban Page 62

[illegible] Set Count [illegible] Markets Page 66

in our 7th year

a "DO" and a "DON'T" for THE ADVERTISER considering SPoTV

Are you about to test the power of Spot television, one of the greatest of all media? Two Tips:

1 **Don't** be discouraged by the talk that TV stations are all sold out. True, television advertising is booming, but there are still available excellent, well-rated, locally produced programs in the daytime and early evening on almost all good stations.

2 **Do** consult Petry TV first—for set penetration, coverage, ratings, and other basic information on all TV stations, and for availabilities on these twelve leaders.

WSB-TV	Atlanta
WBAL-TV	Baltimore
WFAA-TV	Dallas
KPRC-TV	Houston
KHJ-TV	Los Angeles
WHAS-TV	Louisville
KSTP-TV	M'p'l's-St. Paul
WSM-TV	Nashville
WTAR-TV	Norfolk
KPHO-TV	Phoenix
WOAI-TV	San Antonio
KOTV	Tulsa

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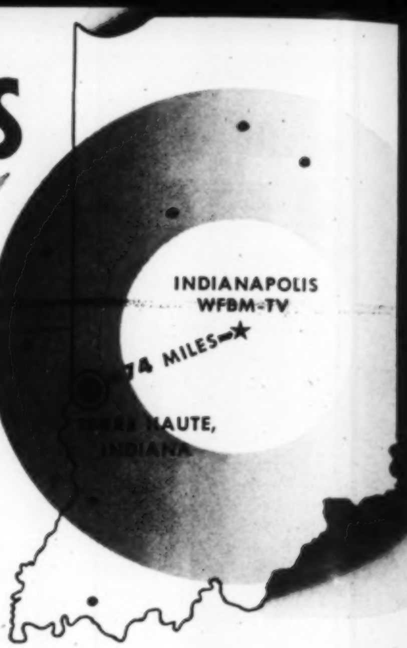
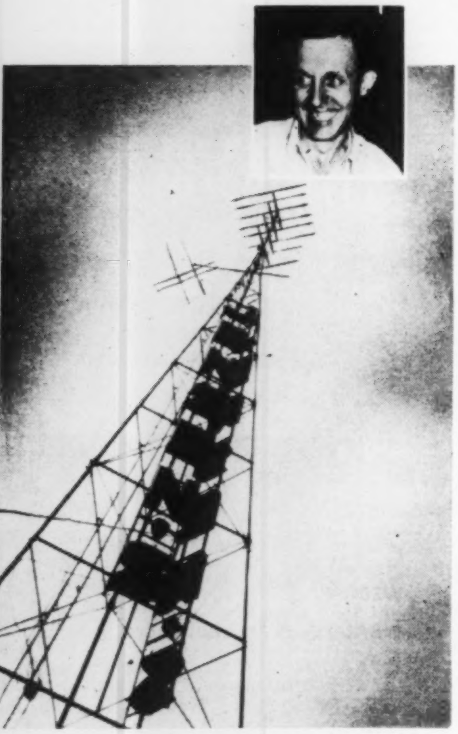
EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

You get a BIG BONUS IN SETS

ON WFBM-TV INDIANAPOLIS





Says **HAROLD GRITTNER, of JENSEN'S APPLIANCES**
828 Wabash Avenue,
Terre Haute, Indiana

"We get WFBM-TV only, here"

● Estimating there are well over 2000 TV sets installed in Terre Haute and Vigo County, Indiana, Harold Grittner of Terre Haute's big Jensen's appliances is well worth hearing.

Multiply what he says by all the rest of the "extra" audience you get when you use Indiana's First Station for your television messages. You can count on reaching extra tens-of-thousands of potential customers, living far outside the station's 60-mile area, in addition to those watching the 192,500 television sets installed within it.

Add this to the big-employment, big-income-per-family-story in Indiana and you have the perfect combination for profitable advertising. Yes, if you're looking for *more sales*, WFBM-TV is for *you*!

*Source: BROADCASTING-TELECASTING, January 21, 1952

WFBM Radio Is First in Listening, Too!

★ FIRST *in the morning*!
★ FIRST *in the afternoon*!
★ and a GREAT BIG FIRST *at Night*!
50% more listeners at night than any other Indianapolis station.

★ Hooper Ratings, February through April, 1951

First in Indiana

RADIO — TELEVISION WFBM

WFBM-TV

Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY

TELECASTING

FCC READYING TV PLAN

Revolutionary Procedures Seen

THE FCC today (Monday) enters the home stretch in termination of the 40-month old freeze on television allocations.

It plans to remain virtually in continuous session until it completes its "final report" on both UHF and VHF allocations. The staff's recommendations will be presented section by section, with the target date Feb. 15 or thereabouts.

Revolutionary departures from what had been regarded as the established procedures are indicated—some contrary to the recommendations of the Federal Communications Bar Assn. and others who have participated in the gruelling pre-allocation proceedings.

Here's the way the wind is blowing:

- Applications will be taken up on a frequency-by-frequency basis.
- Applicants will probably be given 60 or 90 days to file applications or, if already filed, to revise those pending.

Although the channel-by-channel procedure is a radical change from the postwar practice of granting TV applications only after a consolidated hearing of all applicants (where there are more applications than available channels), it is the method historically used in AM broadcasting.

Advantages Foreseen

Thinking inside the Commission is that this method will: (1) Hasten the advent of UHF (and also expedite some new VHF stations) since it will permit the grant without hearing of those applicants who have chosen a frequency for which no other applicant has applied; (2) be fairest for all applicants in terms of engineering evidence, financial ability, coverage, etc.

Not the least effect of this procedure may well be that in key cities, strong contenders will find themselves alone in seeking a specific channel, thus be granted sooner than up to now has been expected [see editorial "Cutting TV Corners," B•T, July 30, 1951].

This procedure also is contrary to the recommendations of FCBA, although an articulate minority of FCBA attorneys has consistently favored the channel-by-channel method. The official FCBA position is in favor of consolidating in hearing all applicants for the same city where there are not sufficient channels available for grants without hearings.

Possibility that the Commission may authorize a 90-day "waiting period" before officially beginning to act on applications will be greeted with a sigh of relief by consulting engineers. They had been fearful that they would be deluged with hordes of new applications at the same time they were required to revise existing applications—all within two months after the Final Notice comes out.

Hope is that Feb. 15 will see the announcement of the Sixth and Final Report on TV allocations, as well as Rules and Engineering Standards. Report becomes effective 30 days after publication in the *Federal Register*.

Implicit in the FCC desire to cause a minimum number of dislocations both for the public and the licensed telecasters—who took the gamble in entering TV when the outlook was bleak—is the likelihood that minimum shifts will be made in existing VHF station assignments. In its Third Report, the FCC proposed 31 shifts, premised to engineering considerations. Many of these involved changes from the lower end of the VHF band (channels 2-6) to the upper end (channels 7-13). Whereever possible, the FCC is revising these shifts so that the stations will be moved in the same portion of the band. This would protect the set-owners in the particular areas from radical antenna alterations and the telecasters from costly equipment installations.

DA Problems

There is no disposition, at this stage, to introduce the directional antenna into the allocations structure as a means of shoe-horning into the spectrum additional stations. To do this would sacrifice existing station coverage, and would result in gradual degradation of the allocation pattern, it is felt. There is a sincere effort, it is apparent, to avoid the pitfalls that befell AM broadcasting, following the introduction of the directional antenna in the late twenties.

Some observers feel that the Commission may make known at the same time its attitude toward the NBC petition asking that the rules limiting ownership be revised to permit more than five TV stations to be owned by the same entity. NBC asked that the existing five-to-an-owner limitation be made to apply to VHF stations only and that one owner be permitted to hold as many UHF stations as the Commission may decide on a case-by-case basis [B • T, Jan. 14, 7]. There is the possibility of a hearing on this issue, however, perhaps to be held during the "waiting period."

In discussing the NBC petition, Chairman Wayne Coy said: "There was a lot of doubt at first about the workability of UHF. But, now that NBC is willing to spend money on UHF stations, as it indicates it will in its petition, many other broadcasters have been stirred into looking more seriously at UHF."

As for limitations on ownership, Mr. Coy said that for himself he was willing for the limit to be the same for all categories of broadcast stations—seven, whether AM-FM or TV.

NOV. GROSS

TV Nearing Radio Totals

GROSS time sales of network television are fast approaching those of network radio, according to the records of Publishers Information Bureau. They show that for November 1951 the TV networks sold $13,919,327 worth of time at gross rates to national advertisers, compared to total radio network time sales for the month of $14,377,151.

Moreover, among the 22 classes of advertising placed on the TV networks during November, 12 of these groups spent more for TV network time than for radio network time in that month. Of the 10 top users of TV network time in November (Table I), General Foods Corp., which ranked second only to Procter & Gamble Co., spent $640,800 for video network time. This was nearly $10,000 more than the $630,925 GF expended for radio network time in November, when it

(Continued on page 68)

TABLE I

TOP TEN TV NETWORK ADVERTISERS FOR NOVEMBER 1951

1.	Procter & Gamble Co.	$ 838,040
2.	General Foods	640,800
3.	Colgate-Palmolive-Peet Co.	527,668
4.	R. J. Reynolds Tobacco Co.	499,060
5.	Liggett & Myers Tobacco Co.	368,145
6.	Lever Bros. Co.	337,410
7.	American Tobacco Co.	317,095
8.	P. Lorillard Co.	314,353
9.	Ford Motor Co.	256,100
10.	Kellogg Co.	233,058

TABLE II

TOP TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR NOVEMBER 1951

Agriculture & Farming		$ ......
Apparel, Footwear & Access.	International Shoe Co.	103,854
Automotive, Auto. Access. & Equip.	Ford Motor Co.	256,100
Beer & Wine	Joseph Schlitz Brewing Co.	179,250
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp	44,340
Confectionery & Soft Drinks	Pepsi-Cola Co.	74,880
Consumer Services	Arthur Murray School of Dancing	18,465
Drugs & Remedies	American Home Products	128,380
Food & Food Products	General Foods	640,800
Gasoline, Lubricants & Other Fuels	The Texas Co.	145,700
Household Equip. & Supplies	Westinghouse Electric Corp.	368,950
Household Furnishings	Mohawk Carpet Mills	119,820
Industrial Materials	Revere Copper & Brass Inc.	68,340
Insurance	Mutual Benefit Health & Accident Assn.	33,320
Jewelry, Optical Goods & Cameras	Speidel Corp.	72,240
Office Equip., Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	57,720
Publishing & Media	Time Inc.	63,210
Radios, TV Sets, Etc.	RCA	155,970
Retail Stores & Direct By Mail	Drugstore Television Productions	164,902
Smoking Materials	R. J. Reynolds Tobacco Co.	499,060
Soaps, Cleansers & Polishes	Procter & Gamble Co.	661,760
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	387,748
Miscellaneous	Quaker Oats Co.	68,460

COLOR EQUIPMENT

NPA to Review Ban

IN A MOVE to allay criticism over its recent color TV equipment manufacturing ban, government production authorities are preparing to call a second industry conference early next month.

It was learned by BROADCASTING • TELECASTING that the National Production Authority plans to hold a meeting with industry officials, but on a smaller scale, similar to the one called by Defense Mobilizer Charles E. Wilson last October under supervision of the Office of Defense Mobilization and Defense Production Administration.

The conference has been tentatively set for Feb. 8 in the new General Accounting Office Bldg., Washington, at 10 a.m. H. B. McCoy, assistant administrator of NPA's Textile & Leather Specialty Equipment Bureau, is to preside.

Last October, Mr. Wilson elicited industry assurance that manufacturers would defer "mass production" of color TV receivers and related equipment for the duration of the materials shortage. NPA later formalized the agreement with an order spelling out the prohibition [B•T, Nov. 26, Oct. 29, 22, 1951].

Since that time, however, there have been reports that NPA has received pointed requests for clarification of the regulation, with particular respect to its practical effect on availability of materials for color TV theatre systems, tricolor tube production and other phases.

The purpose of this second conference, it was learned, is to determine whether the order has served the purpose for which it was issued specifically and whether it fulfills the intent of the October meeting.

Also in the background is concern in some Congressional quarters that some NPA orders have been issued without prior consultation with businessmen.

The future of available raw materials for such projects as Paramount Pictures' Lawrence tri-color tube and 20th Century-Fox Film Corp.'s Eidophor-CBS theatre TV unit has hung in the balance as a result of the confusion shrouding the NPA order.

"Experimental, defense, industrial and certain hospital and educational uses" are exempted from the NPA directive, including manufacture of color TV equipment for use on "closed circuit" industrial facilities. Research and test programs related to further development of color video systems also are permitted.

But NPA has never satisfactorily spelled out what the order would mean for other uses, though it indicated earlier its feeling that the regulation "reflects the intent" of last fall's conference.

Pressing the operating production agency for a clearer definition have been Paramount Pictures Corp., through the legal firm of Arnold, Fortas & Porter, Washington, Motion Picture Assn. of America and Theatre Owners of America, acting through Welch, Mott & Morgan, Washington.

Official Purpose Described

Official purpose of the second conference was described by E. T. Morris Jr., outgoing chairman of NPA's Electronics Products Division and of DPA's Electronics Production Board.

Mr. Morris said such a meeting is planned to determine whether the order is achieving its purpose and whether it reflects the "sense and intent" of the October meeting. He acknowledged complaints that the regulation (M90) is not clear and that theatre color TV and other questions had been posed.

It was learned that some 20 firms would be invited, with provision for the top official and one other representative to attend from each firm interested in the color TV issue.

While the meeting will be at NPA level, top industry officials will be encouraged to attend. This is in view of NPA's desire to once again project the meeting above the level of its conventional industry advisory groups and to obtain a representative range of views from all industry quarters.

Paramount reportedly has delayed production of the Lawrence tube, through its subsidiary, Chromatic Television Labs., pending amplification of the order.

Paul Porter, Paramount attorney, had asked NPA to modify the color TV equipment ban, holding that its reply to his initial request was "unsatisfactory." Paramount wants clear-cut authority to use its present allocations for the Chromatic tube, he explained. The firm had been advised it could apply for materials looking toward production of the tube.

Receivers Can Be Modified

It is Paramount's claim that any "good quality" receiver now on the market can be modified to receive both color and monochrome TV by inserting the Lawrence unit, adding an adapter and making minor circuit adjustments. Unofficially, NPA's position has been that the extent of change in circuitry is the major criterion and has drawn a distinction between circuitry change and materials needed for existing black and white sets.

The Chromatic tube is described as being capable of receiving any present color TV system and either color or monochrome telecasts. Paramount's stand is that the amount of materials needed would be minor since the method involves incorporation of the tube within existing sets.

The 20th Century-Fox Film Corp. is still shooting for a springtime target date on initial production of the Eidophor unit. A demonstration, to proceed actual production, is slated sometim

(Continued on page 68)

Just for Herman

WITHOUT mentioning the criticism he had received from Gov. Herman Talmadge of Georgia for presenting the Mariners, mixed quartet of white and Negro singers, on his weekly *Godfrey and His Friends* program on CBS Television [B•T, Jan. 14], Arthur Godfrey and the Mariners last Wednesday dedicated a song to the Georgia governor: "You're Nobody 'Till Somebody Loves You."

BENTON ON CODE

Need Board Also, He Says

IDEALS of the industry's TV Code are well taken but the question of "implementation" remains, Sen. William Benton (D-Conn.) said last Wednesday.

Sen. Benton broke his silence on the television code for the first time since its adoption, in an interview with BROADCASTING • TELECASTING.

Questioned on the code, Sen. Benton said he found it a "great step forward" for the industry. He particularly lauded the ideals expressed in the code's "preamble" (Section I).

The Senator struck a humorous note when he laughingly suggested that "perhaps the Code even goes further in restriction than what the industry sees in my proposal."

However, Sen. Benton said he had no argument with the television industry for in his mind "both the industry's Code and the National Citizens Advisory Board should be established." He asserted both were needed—"they are not mutually exclusive."

Sen. Benton is author of the bill (S 1579) which would set up a Congressional created body—National Citizens Advisory Board on Radio and Television—to "review" radio and TV programs.

Currently, the Benton Bill is in the Senate Interstate & Foreign Commerce Subcommittee, chairmanned by Senate Majority Leader Ernest W. McFarland (D-Ariz.).

Sen. Benton said that after the close of the first session of the 82d Congress last October, he had been given assurance by Sen. McFarland that additional hearings would be held on the review board proposal. Thus far, Sen. Benton, supported by co-sponsors of the bill in the Senate, has been heard.

But, said Sen. Benton, he expected that Chairman Wayne Coy of the FCC and industry spokesmen would be given an opportunity to speak. Chairman Coy was not in agreement with a majority of the Commission which held last October that there are dangers of "censorship" in the proposed functions of the board, and that the board itself would be "undesirable." [B•T, Oct. 15, 1951].

There has been no indication from Sen. McFarland when these anticipated hearings would be held.

Preamble of the TV Code referred to by Sen. Benton lays particular emphasis on the fact that television's audience "is primarily a home audience," that the telecaster is responsible to do all he can to bring "excellence and good taste" in programming, and that there is a responsibility of the advertiser who utilizes TV to "bring the best programs, regardless of kind, into American homes."

It also points out that the industry and those in it are accountable to the American public "for respect for the special needs of children, for community responsibility, for the advancement of education and culture . . . acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising." It further calls for encouragement of viewers to make their criticisms and positive suggestions known to the telecaster.

The TV Code is slated to go into effect March 1.

BACKSTAGE conference followed start of weekly live *Pantomime Quiz* on NBC-TV, with participants including (standing, l to r) Stuart Reynolds, head of Reynolds TV Program Sales, Beverly Hills; Stanley Lomas, TV commercial manager, William Esty Co., New York, agency servicing R. J. Reynolds Tobacco Co. (Camel cigarettes) account; (seated, l to r) Mike Stokey, m.c. and program packager; Kendall Foster, vice president and TV director of agency.

IS TV WINNING FIGHT FOR EQUALITY?

THERE WERE signs last week that advocates of admitting television to Congressional and other governmental hearings were beginning to make headway in their arguments. In New York, the bar association voted down a proposed resolution to kick TV into the streets. In Washington, the "Little Kefauver Committee" found out that television's manners weren't nearly as crude as some Nice Nellies said they were.

N.Y. Bar Rejects Anti-TV Resolution

RESOLUTION to endorse banning broadcasts or telecasts of Congressional hearings or investigating committees was rejected by members of the Assn. of the Bar of the City of New York in a meeting Tuesday night. The vote was 66 to 42.

In effect a stronger statement of a similar broadcast ban, voted by the association in 1948, the resolution was presented by the 16-member committee on the Bill of Rights, in a statement dated Dec. 27. Thirteen committee members, including Chairman George S. Leisure, advocated its adoption while minority opinion was signed by three committee members, including Robert L. Werner, general counsel and vice president of RCA, who wrote the minority report and presented it at Tuesday's meeting to general bar association membership.

Legal Eagles

The discussion, lasting for an hour and a half, involved some of the leading legal minds in the country. Proponents of the resolution included Robert P. Patterson, former Secretary of War; Lloyd Paul Stryker, noted lawyer and former counsel for Alger Hiss; and General Session Judge James G. Wallace. Opponents included James L. Fly, former FCC chairman; Rudolph Halley, city council president and counsel to the Kefauver Committee; and Committee Member Francis A. Brick Jr., who is in legal practice with Mr. Leisure.

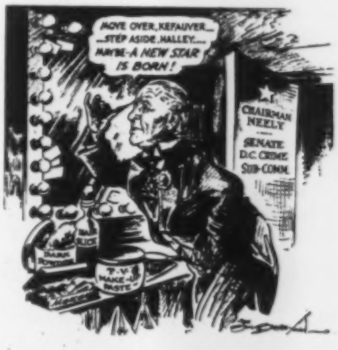
Resolution recommended that the bar association urge Congress to prohibit "the broadcasting, by radio or television, of the proceedings at a public hearing held by a Congressional investigating committee at which witnesses testify involuntarily under the compulsion of a Congressional subpoena, and prohibit the taking of motion pictures or other photographs during the course of such hearing." While the action pertained to several news media, discussion focused almost exclusively on television.

Proponents of the resolution were quoted as saying that the opposition had been rounding up votes by telephone for a week and had "packed" the meeting, but Mr. Leisure denied any knowledge of that. He said the discussion was a good one, and one "without the bitter feeling that sometimes is found in such debate." Attendance was reported as normal. The Association member, employed by a radio network, said the meeting had been called to the attention of interested members, certainly, but that it was a not unusual procedure for any of the association agendas.

Subject provoked enough reaction from the floor that speakers, initially alloted 10 minutes, were soon limited to 2-minute statements.

Support of the TV ban centered around protecting civil rights.

(Continued on page 92)


MOVE OVER, KEFAUVER— —STEP ASIDE, HALLEY— MAYBE-A NEW STAR IS BORN!
CHAIRMAN NEELY
SENATE D.C. CRIME SUB-COMM.
T.V. MAKE-UP PASTE

Jim Berryman in the *Washington* (D.C.) *Evening Star.*

Senators Give It Vote of Confidence

By J. FRANK BEATTY

TELEVISION proved last week that it can portray democracy-at-work to the nation's 14 million receivers without violating the rights of witnesses or interfering with formal proceedings.

Washington's "Little Kefauver Investigation" gave TV the chance to show, definitely and emphatically, that it has been unfairly catching all the blame for the blinding lights and noisy cameras that feature newsreel coverage.

The investigation is being conducted, without newsreels, by a Senate subcommittee probing crime conditions in the nation's capital.

Senators, counsel and witnesses joined in tribute to the quiet and unobtrusive way that WMAL-TV Washington operated as it covered the inquiry, terming it a demonstration of TV's ability to report without upsetting participants.

TV's chance to present video technique in its true form arose when newsreel cameras decided the inquiry was of local rather than national interest. That gave both TV and radio an opportunity to show the way they operate.

To the surprise of Senators and counsel, WMAL-TV had only two silent cameras and two lights. The lights were aimed directly upward and did not bother anyone in the room. This scene was in contrast to the carnival aspects of newsreel coverage, where a half-dozen or more cameramen operate noisy

(Continued on page 74)

TV Acquitted of Others' Sins . . . . **AN EDITORIAL**

TWO INCIDENTS that should be of cheer to every broadcaster (and to every citizen who gives a hoot about the processes of democracy) occurred last week.

- The New York State Bar Assn. beat down a proposed resolution condemning radio and television broadcasts of investigative hearings.
- Television was given a chance to prove its uobtrusiveness when it, but no newsreels, showed up at hearings of a Senate subcommittee investigating crime in Washington.

In the first incident, the bar association voted 66 to 42 against a resolution proposed by its Committee on Civil Rights urging that radio, TV, newsreels—in short everybody but newspaper reporters—be barred from Congressional and other government investigative hearings on the ground that these mechanical devices corrupted proceedings, deprived witnesses of their proper rights and committed general nuisances [B•T, Dec. 24, 1951].

In the second, an unprecedented and, we hope, history-making accident took place. Television moved into the subcommittee hearing room, but because the matters under discussion were of mostly local interest none of the newsreels showed up. It was a happy accident indeed because, for the first time, some Senators were able to see for themselves that TV needs no blinding lights and makes no distracting noises. Both of those unfortunate characteristics had been charged to TV before when, as a matter of fact, they should have been attributed to the newsreels which happened also to be present.

As you may read in a story elsewhere on this page, the Senators were impressed.

In New York, the defeat of the bar committee's proposed anti-broadcasting resolution was not accomplished without effort, or without dispute. Indeed some members "leaked" the word to the press that the opposition forces had packed the meeting, a charge that seems rather silly in view of the fact that attendance was normal.

There is no doubt, however, that several members of the bar presented a very forceful case against the resolution. We think it important to mention that three of them are people who are a lot more intelligently aware of the nature and effect of television than some of their stuffier colleagues may be.

RCA's vice president and general attorney, Robert L. Werner, was a minority member of the committee that proposed the resolution, and he was joined in his objections to it by James Lawrence Fly, former FCC chairman, and Rudolph Halley, New York's City Council president, who ought to understand the implications of telecasting government hearings if anybody does.

It seems to us that the more this question is argued, the more apparent it becomes that most of the opponents of broadcasting don't really understand much about it. Coupled with their lack of information is a rather addled notion that politics and political procedures belong exclusively to the politicians (and such lawyers as they hire), and that the public should be admitted to their sessions only by the sufferance of newspaper reports (which are not only less effective than broadcasting but also easier to influence).

Their ignorance of broadcasting, we believe, stands some chance of being overcome if broadcasters will pursue a diligent effort of enlightenment. It may take longer to disabuse them of their hopes to run political procedures as sort of a private club, but that will be accomplished when the public has a chance to get through the door by watching television.

SCHOOL TV ISSUE

U. of I., IBA Debate

ILLINOIS Broadcasters Assn. and the U. of Illinois board of trustees met for their first face-to-face debate on the University's tentative allocation of the only VHF channel in East Central Illinois Wednesday in Chicago. The tax-supported school expects to be assigned noncommercial Channel 12 in Champaign-Urbana, where three commercial UHF channels have been tentatively allocated.

Broadcasters presenting opposition stands of the IBA, as well as of most commercial broadcasters and telecasters throughout the country, followed policies agreed upon by the group since last summer when it voted disapproval of the university's plan to construct a video station.

Appearing for IBA were these southern Illinois broadcasters: President J. Ray Livesay, WLBH Mattoon; Vice President Oliver J. Keller, WTAX Springfield; Leslie C. Johnson, WHBF Rock Island, past vice president of IBA and former director of NARTB; Merrill Lindsay, WSOY Decatur, chairman of the IBA delegation, past president of the group and an NARTB director, and Charles C. Caley, WMBD Peoria, IBA director and former NARTB director.

Meeting with them at the conference table were Dr. George Stoddard, president of the U. of Illinois; Park Livingston, Chicago, president of the board of trustees; and Trustees Wirt Herrick of Clinton and A. J. Janata of Chicago. Also attending were Wilbur Schramm, dean of the university's Institute of Communications, and Robert Hudson, director of university broadcasting.

The 2½ hour session was conducted in roundtable fashion with reporters present.

End Result Agreement

Although both groups were in agreement that the end result should be "what is best for the general public," the attempt at outlining a workable blueprint of side-by-side operation was stalemated, for the time being anyway. Generalities were agreed upon, but discussion of specifics brought assertions and rebuttals but no conclusions except the ones the representatives brought with them.

Mr. Livingston plans to call another meeting when new thinking can be broached and some specifics agreed upon.

Broadcasters, in prepared recommendations, suggested the school "abandon all consideration of commercial television station operation, its plans for a noncommercial television station at this time and that it establish a TV training course as part of the curriculum."

It suggested also the university "withdraw its support of the proposals of the Joint Committee on Educational Television to the FCC."

Dr. Stoddard said the trustees had never gone on record as approving or supporting activities or purposes of JCET and worked with the educational body only for aid in its own TV station petition.

The tentative channel allocation provides for a noncommercial station, although U. of Illinois officials plan to accept commercial advertising until there is a commercial station covering the same area, if FCC allows. Dr. Stoddard explained his group believes there is a need for education and entertainment and that viewers in any area should be offered a balanced diet of both.

Should the university station be the first on the air in the area, the school would program in both ways, reverting to its original noncommercial concept when a commercial outlet in Champaign-Urbana began transmissions. If a commercial UHF station took the air before the school station, the latter would never accept commercial shows, he added.

MERITS of DuMont and FCC allocation plans for Charlotte, N. C., are discussed by (l to r) Earle J. Gluck, president-general manager, WSOC-AM-FM Charlotte; Lewis Radford Jr., eastern district sales manager, DuMont Transmitter Div., and Dr. Allen B. DuMont, president, Allen B. DuMont Labs. WSOC is applicant for Channel 9 in Charlotte.

The university's study into its projected operation of a TV station lies mostly in the realm of theory, inasmuch as the concept of TV as an educational tool and the extensive budget demands would have to be approved by the state legislature. Its next session does not begin for a year, which means the station could not get on the air before the summer of 1953 even if all proposals were approved.

School Programs on Film

IBA charges operation of a semi- or interim-commercial station, as well as occupation on the only VHF channel in the area by the U. of I. would be unfair competition for the private telecaster. It claims the university station would give service more cheaply and that private competition would be put on an "unfair and unlivable" basis.

Broadcasters argued the school can accomplish its manifold purposes without live transmission and without its own transmitter by putting its programming on film for distribution to other stations, or by originating live shows from a local commercial station. They pointed out state-wide coverage would be impossible without a network or relay system, and that without state-wide coverage only 10% of the population of Illinois would receive a service for which all residents would pay in taxes.

All parties were interested in projected costs of the U. of I. undertaking, estimated at $200,000 for equipment and $260,000 operating costs yearly. Mr. Johnson of Rock Island suggested distribution of programming by film, pointing ou high costs of cable transmissio AT&T, he said, quoted $5,00 weekly as the cost of carrying quarter-hour strip from Chicag Commercial broadcasters woul "welcome" films from the U. of

(Continued on page 71)

SET SERVICING

Coumont Takes RTMA Post

NATIONWIDE campaign to improve TV set servicing will be directed by Albert Coumont, former sales manager of the Electronics Section, International General Electric Co.

Mr. Coumont

Glen McDaniel, president of Radio - Television Mfrs. Assn., announced Mr. Coumont's appointment Wednesday. He carries the title of service manager. The position was authorized last fall by the RTMA board to raise servicing standards. It had been filled on an interim basis by E. W. Merriam.

Mr. Coumont will promote training courses for service technicians in trade and vocational schools. The RTMA Service Committee, headed by R. J. Yeranko of Magnavox Co., has distributed a recommended agenda for such courses among schools.

RCA Institutes has been engaged by RTMA to prepare a three-year vocational high school syllabus on radio and TV and a 10-12 month syllabus for adult educational institutions. The courses are being edited by Gilbert Weaver, training director of the New York State Board of Education.

Mr. Coumont joined GE in 1935. His entire career has been spent in radio and TV, including operation of his own radio repair service and experience in service divisions of set manufacturers.

UHF 'PROVEN ART'

Dr. DuMont Tells NARDA Meet

INTENSIVE research and experimental work in the past three years of the TV station-freeze have lifted UHF from the laboratory stage to that of a proven art, Dr. Allen B. DuMont said in Chicago Monday, urging TV dealers not to underestimate its value to them.

UHF will become of "major importance in a hurry," once the freeze is lifted, Dr. DuMont predicted when he addressed the annual convention of National Appliance and Radio Dealers Assn. Adoption of UHF can be effected easily, he said, since video manufacturers have designed new UHF units which will allow owners of the present 15 million VHF sets to adapt their receivers quickly and simply. Since there is less competition among station owners for UHF channels, early applications should be acted upon by the FCC quickly, he explained.

Lifting of the freeze will allow for 451 new VHF assignments, Dr. DuMont reminded his audience, while 1,358 UHF assignments are possible. And of the present 1,239 television communities, 1,140 will add UHF, while another 897 communities will have UHF channels only. Major markets will most certainly be included in UHF expansion, he noted, with all of the top 25 cities in the country scheduled for UHF, and all but 12 of the top 200 cities slated for similar UHF use.

Television dealers will notice the addition of UHF channels through the increased sale of video receivers as well as UHF converters, the television pioneer said. To promote early adoption of UHF, he advised, dealers should use aggressive promotion in all media to inform the public about UHF, urge the public when buying receivers to obtain sets easily convertible to UHF and work closely with distributors, servicemen, and UHF station applicants for early lifting of the freeze.

McDaniel Is Heard

Glen McDaniel, president of the Radio - Television Manufacturers Assn., spoke Tuesday afternoon on the outlook of the industry this year, "which is about as easy to forecast as who will win the World Series."

Manufacturers agree generally, he said, that (1) TV inventories will be lower and more realistic than last year; (2) consumer purchasing is more stable and probably will continue so, with fewer peaks and valleys; (3) while shortages may make selling easy before the end of the year, business on

(Continued on page 71)

THEATRE TV

Play Rights Are Sought

DISCUSSIONS continued last week between United Paramount Theatres and Theatre Guild for the latter's producing and distributing a series of important, past and/or original plays for theatre television with possible starting time set for this spring.

Leading contender for series is the Guild production of George Bernard Shaw's "Saint Joan," which is currently playing on Broadway. Discussions about this specific play have been in progress for the past two months, however, with financial problems reportedly the major issue.

Proponents of theatre television emphasize that they believe its mature use will call for emphasis upon commercial, public service and public affairs presentations, rather than entertainment, but feel that experiments with entertainment should be made. Discussions are said to have been held with various entertainment groups, of which the Guild is only one.

Spokesman for United Paramount emphasized that his company is not involved in anything approaching an exclusive interest, but only as a representative of the whole theatre television industry, including such groups as RKO, Warners, Fabian and others, such as independent exhibitors. Estimates of the theatres now equipped for theatre telecasts range from 30 to 35 houses, he said, which means that no one circuit of theatres is equipped for a solo approach to theatre television.

More Houses Needed

"A good many more" houses, perhaps from 75 to 100, will have to be equipped before theatre television can become a box office success, he added.

Experiment proposed would thus commit the Guild to full production and distribution management. The drama series is planned to extend over a period of time to assure that evaluations of the experiment are not made by snap judgment. The series will not start until "two roads converge: Whenever the Guild is ready with its productions and whenever theatre television participants are ready," possibly this spring.

Sports on theatre television were characterized as "a completely confused picture" with major complaint being the lack of events major enough to attract widespread interest. It was understood that experiments so far conducted have resulted in loss of money in almost all instances.

Logical position of theatre TV, United Paramount spokesman said, is for commercial use, conducting sales conventions, introducing new car models or holding inter-office management and training sessions. Avoiding mass audience requirements of home television, but conducting sessions of interest to specific large groups would key programming, with shows scheduled for morning or early afternoon periods, when the theatres are normally dark, to allow for two-way profit.

Two-way System Seen

Two-way telephonic communication could be installed in addition to the usual theatre TV equipment, thus allowing, for example, Chicago businessmen interested in a New York convention, to ask questions of speakers there and be answered by them.

Theatre television was investigated some months ago for covering the Girl Scouts convention in Boston and it was established then that local councils could save travel and hotel expenses by watching the convention on theatre television for as little as 15 to 30 cents per person.

DOOLEY TO BLAIR

Leaves WOW-AM-TV Post

ROBERT M. DOOLEY, general sales manager of WOW-AM-TV Omaha, has been named sales manager in the New York office of Blair - TV Inc., television station representative firm, Blair - TV President William H. Weldon announced in a statement to be released today (Monday). The appointment is effective Feb. 1.

Mr. Dooley

Before joining the WOW stations in the fall of 1949, Mr. Dooley had served for five years as general sales manager of KFAB Omaha, where he also was in charge of promotional and merchandising planning and participated in determination and execution of commercial and operational policies. At WOW he also took part in activities of the stations' operating committee, which determined operations and policy.

He is a graduate of Grinnell (Iowa) College. Upon graduation, he was one of 17 selected by Armstrong Cork Co. from a field of about 4,000 applicants for the company's industrial and sales management training program. He later was Armstrong district manager in Atlanta and Minneapolis. He also served as assistant to the advertising manager of Bankers Life Insurance Co. of Iowa before World War II. After military service he joined Central Broadcasting System, operator of KFAB, KOIL Omaha and KFOR Lincoln.

NEW OHIO FILM CO.

Robbins, Goodman Open Firm

RICHARD ROBBINS, salesman-film producer for WTVN (TV) Columbus, Ohio, last week announced his resignation. Mr. Robbins will form a film production agency in Columbus with Ken Goodman, former motion picture chief at WBNS-TV Columbus.

The new firm, Television Film Productions, will make film commercials on a mass production, low budget scale to serve advertisers in and around Ohio. Studios are located at 1133 S. High St.

Jimmy O'Flynn

JIMMY O'FLYNN, 7, television, radio and stage performer, died Jan. 12 of a kidney disease first diagnosed when he was three. The youngster started singing and telling jokes on stages in his home town of Rochester, N. Y., when he was two. He subsequently became the star of *Ask the Kids* over WHAM-TV Rochester.

CONFERRING on sponsorship by the Federation Bank & Trust Co. of *The Big Picture*, official Army documentary of the Korean campaign, over WCBS-TV New York Sundays at 2 p.m. are (l to r) Philip Roraback, bank executive vice president; G. Richard Swift, WCBS-TV general manager; Capt. Melvin H. Casson, chief, radio-TV branch, 1st Army; Thomas J. Shanahan, bank president; Major Alfred B. Frazin, chief, public relations division, 1st Army; Dick Doan, WCBS-TV program director, and Lt. Albert Gannaway, technical advisor, U. S. Army public relations.

'Brief But Eloquent'

UNTIL a week ago, Commentator Ed Murrow had what he called a "lifeboat" to get him out of the difficulty which might come with any mechanical breakdown on his CBS Television *See It Now* show. The lifeboat: Take the audience on a tour of the studios. Mr. Murrow had to resort to the lifeboat on the Jan. 13 show when film equipment suddenly snafued. He ad libbed his way around the studios for some 10 minutes, successfully enough until someone asked an engineer about progress in repairing the film equipment. "We're busy as hell," came the reply. "Brief but eloquent," observed Mr. Murrow. Last week he was looking for another "lifeboat" in event another is ever needed.

HECHT, SNADER

Sign Film Series Contract

BEN HECHT, author and film writer-producer-director, has been contracted by Snader Pictures, Inc., Beverly Hills, as writer-producer-director on a 39 half-hour TV film series for distribution by Snader Telescriptions Sales Inc., Beverly Hills.

Mr. Hecht is to set up own production unit for a series, *One Thousand and One Nights*, borrowing the title from one of his books. Each film is budgeted at approximately $28,000 with Mr. Hecht and Snader pictures sharing ownership of the negatives.

FURSE JOINS CBS-TV

Is Program Dept. Mgr.

RUSSELL FURSE, West Coast film and TV producer, joins CBS Television Network as general manager of program department today (Monday) to succeed E. Carlton Winckler, recently named manager of production for operations department.

Mr. Furse joins CBS-TV from ABC-TV Hollywood where he first served as director, then as production manager. Previously, he had produced short subjects for Paramount Pictures, worked on special effects for Metro-Goldwyn-Mayer and served as producer for Cascade Pictures, division of Hal Roach Studios. In latter post in 1947, Mr. Furse managed development of live TV programs for West Coast consumption.

Buys Sinatra Segment

CBS Television last week marked up a sale under its new "Magazine Type" of sales offer. Elgin American Div. of Illinois Watch Case Co., manufacturer of compacts, etc., signed for 15 minutes of the hour-long *Frank Sinatra Show* on a one-time-only basis. The company will sponsor the 8-8:15 portion of the Feb. 12 program.

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . .
there are

192,500

Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6

"First in Indiana"

telestatus

Big Rural Audience Found in Survey

(Report 199)

OF 1,043 FARMERS answering a spot check made by the U. of Illinois in 12 northeastern Illinois counties, 58% have television sets.

Out of the 58% (604) owning video sets, 98% (591) said they would like to see a farm TV program regularly.

Of the 439 farms without sets, 76% (334) said they, too, would like to see a TV station carry a farm program regularly. Also, 29% (129) commented that they planned to purchase a set within a year.

College of Agriculture, U. of Illinois, Urbana, mailed out 6,000 cards. Return was 17%, representing the 1,043 figure.

John A. Murray, assistant extension editor, emphasized that the survey was more of a spot check than a scientific study. The survey was made, he added, in response to questions raised by commercial telecasters in Chicago concerning rural audience potential.

Mr. Murray said the survey showed that while the city TV audience is established, an appreciable rural audience is growing.

A specific need was seen for programs that: Will appeal to the city viewer in terms of his interests such as food, clothing, prices, family living; appeal to the farm viewer in terms of his interests, with particular emphasis on encouraging him to produce a better product for his city customer, and will point out to both groups the need for continuing research to increase efficiency of food production and utilization and to improve family living.

* * *

Godfrey Show Tops Trendex Listing

TOP TEN sponsored network television shows, based on Jan. 2-8 interviews, were listed by Trendex Inc. last week as follows:

RANK	PROGRAM	RATING
1.	Godfrey's Talent Scouts (CBS)	47.3
2.	I Love Lucy (CBS)	43.9
3.	Red Skelton (NBC)	40.4
4.	Your Show of Shows (NBC)	37.4
5.	Godfrey's Friends (CBS)	37.2
6.	Texaco Star Theatre (NBC)	35.6
7.	Fireside Theatre (NBC)	32.7
8.	Mama (CBS)	32.3
9.	Big Town (CBS)	30.7
10.	Goodyear Playhouse (NBC)	30.3
10.	Man Against Crime (CBS)	30.3

* * *

Berle, Skelton Lead Nielsen December Report

MILTON BERLE and *Texaco Star Theatre* again led the national Nielsen ratings for the top 10 video programs for the two weeks ending Dec. 22, 1951. Red Skelton was a close second. Nielsen listing follows.

NUMBER OF TV HOMES REACHED

RANK	PROGRAM	HOMES (000)
1	Texaco Star Theatre (NBC)	8,324
2	Red Skelton (NBC)	7,127
3	Colgate Comedy Hour (NBC)	6,927
4	Fireside Theatre (NBC)	6,792
5	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	6,602
6	Your Show of Shows (Participating) (NBC)	6,423
7	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	6,352
8	Your Show of Shows (Eversharp, Inc.) (NBC)	6,300
9	You Bet Your Life (NBC)	6,153
10	Jack Benny Show (CBS)	6,012

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

RANK	PROGRAM	HOMES (%)
1	Texaco Star Theatre (NBC)	55.9
2	Red Skelton (NBC)	51.6
3	Arthur Godfrey's Scouts (CBS)	51.2
4	Jack Benny Show (CBS)	48.5
5	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	48.0
6	Colgate Comedy Hour (NBC)	47.2
7	Your Show of Shows (Participating) (NBC)	46.7
8	Fireside Theatre (NBC)	46.3
9	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	44.6
10	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	44.0

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WCBS-TV New York will televise series of educational programs weekly commencing Feb. 2 and titled *It's Worth Knowing.* The shows, intended primarily for adult audience, will be produced in cooperation with National Education Assn. Subject of first four broadcasts will be individual's relationship to his community.

Weekly Television Summary—January 21, 1952—TELECASTING Survey

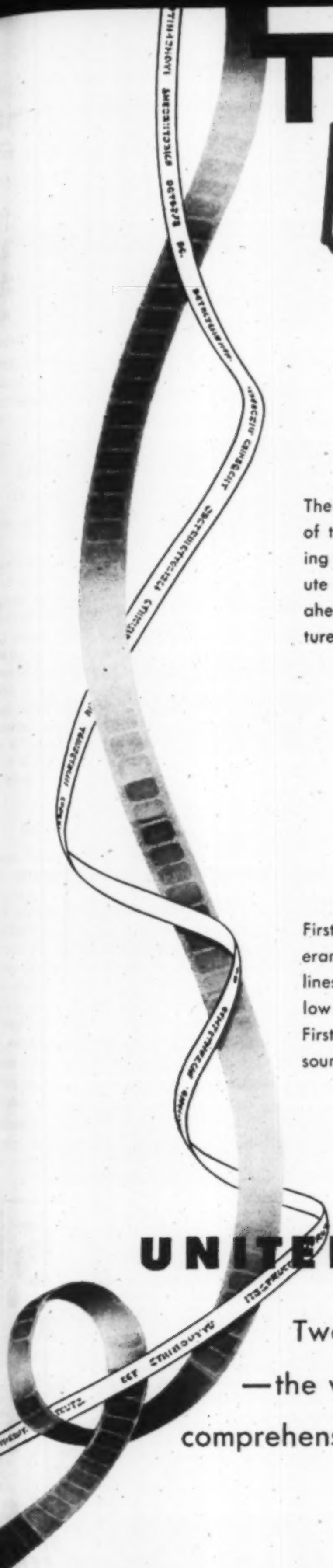
City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	12,100
Ames	WOI-TV	73,441
Atlanta	WAGA-TV, WSB-TV WLTV	165,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	358,052
Binghamton	WNBF-TV	50,150
Birmingham	WAFM-TV, WBRC-TV	70,000
Bloomington	WTTV	125,000
Boston	WBZ-TV, WNAC-TV	847,725
Buffalo	WBEN-TV	247,503
Charlotte	WBTV	122,970
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,056,949
Cincinnati	WCPO-TV, WKRC-TV, WLWT	325,000
Cleveland	WEWS, WNBK, WXEL	567,692
Columbus	WBNS-TV, WLWC, WTVN	200,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	148,892
Davenport	WOC-TV	85,134
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	227,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323
Erie	WICU	82,765
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	148,892
Grand Rapids-Kalamazoo	WOOD-TV	160,413
Greensboro	WFMY-TV	97,605
Houston	KPRC-TV	116,000
Huntington-Charleston	WSAZ-TV	72,649
Indianapolis	WFBM-TV	192,500
Jacksonville	WMBR-TV	52.000
Johnstown	WJAC-TV	132,732
Kalamazoo-Grand Rapids	WKZO-TV	160,413
Kansas City	WDAF-TV	180,775
Lancaster	WGAL-TV	130,804
Lansing	WJIM-TV	80,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	1,334,899
Louisville	WAVE-TV, WHAS-TV	130,076
Matamoras (Mexico), Brownville, Tex.	XELD-TV	11,100
Memphis	WMCT	115,083
Miami	WTVJ	102,600
Milwaukee	WTMJ-TV	305,537
Minn.-St. Paul	KSTP-TV, WTCN-TV	280,200
Nashville	WSM-TV	54,784
New Haven	WNHC-TV	224,000
New Orleans	WDSU-TV	78,377
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,750,000
Newark	WATV	
Norfolk	WTAR-TV	97,606
Oklahoma City	WKY-TV	113,224
Omaha	KMTV, WOW-TV	113,08
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	970,00
Phoenix	KDHO-TV	55,10
Pittsburgh	WDTV	342,30
Providence	WJAR-TV	191,00
Richmond	WTVR	105,25
Rochester	WHAM-TV	101,15
Rock Island	WHBF-TV	85,13
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	70,2
San Antonio	KEYL, WOAI-TV	64,67
San Diego	KFMB-TV	119,58
San Francisco	KGO-TV, KPIX, KRON-TV	298,0
Schenectady-Albany-Troy	WRGB	193,78
Seattle	KING-TV	116,5
St. Louis	KSD-TV	363,0
Syracuse	WHEN, WSYR-TV	152,7
Toledo	WSPD-TV	127,0
Tulsa	KOTV	98,3
Utica-Rome	WKTV	64,0
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	324,3
Wilmington	WDEL-TV	89,9

Total Markets on Air 64* Total Stations on Air 109* Estimated Sets in use 15,310,0

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric compan and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas necessarily approximate.

Two big TV news beats!



EXCLUSIVE

The only films of the final plunge of the Flying Enterprise—including the rescue tug crew's last tribute to the stricken ship—two days ahead of any other motion pictures taken on the scene.

FIRST

First on the spot—with four cameramen—where the Northeast Airlines plane crashed into the shallow waters off LaGuardia Field. First on the air with pictures and sound interviews with survivors.

UNITED PRESS MOVIETONE NEWS

Two big news stories break. The scenes are widely different—the whole Atlantic between them. But first coverage and most comprehensive coverage are the same—by United Press Movietone News.

United Press

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

TABLE III

GROSS TV NETWORK TIME SALES FOR NOVEMBER AND JANUARY-NOVEMBER 1951 COMPARED TO SAME PERIOD 1950

Product Group	November 1951	Jan.-Nov. 1951	November 1950	Jan.-Nov. 1950
Agriculture & Farming	....	....	$9,908	$9,908
Apparel, Footwear & Access.	$327,452	$2,833,467	124,954	763,680
Automotive, Auto. Access. & Equip.	1,147,509	9,851,767	787,879	4,577,301
Beer & Wine	583,780	5,145,714	265,190	1,312,652
Bldg. Materials, Equip. & Fixtures	44,340	60,430	20,340	91,290
Confectionery & Soft Drinks	376,817	2,938,875	316,202	1,525,698
Consumer Services	18,465	386,017	15,120	228,785
Drugs & Remedies	385,175	2,322,167	76,880	318,295
Food & Food Products	2,683,110	23,233,914	1,135,648	5,311,692
Gasoline, Lubricants & Other Fuels	376,515	2,595,974	264,468	1,316,713
Horticulture	....	....	....	1,140
Household Equipment & Supplies	1,103,237	7,571,829	477,934	2,150,552
Household Furnishings	375,852	3,327,201	254,693	1,795,762
Industrial Materials	137,310	2,425,899	272,381	969,474
Insurance	33,320	355,990	18,900	60,550
Jewelry, Optical Goods & Cameras	216,557	1,789,642	152,487	338,373
Office Equip., Stationery & Writing Supplies	145,950	700,800	15,460	43,750
Political	....	....	22,810	24,650
Publishing & Media	93,570	824,584	....	152,401
Radios, TV Sets, etc.	286,780	4,227,056	439,718	2,861,045
Retail Stores & Direct By Mail	190,042	1,902,656	23,641	65,515
Smoking Materials	1,904,528	15,840,942	812,969	5,432,833
Soaps, Cleansers, & Polishes	1,390,220	9,733,320	180,935	621,455
Sporting Goods & Toys	....	....	32,100	78,450
Toiletries & Toilet Goods	1,949,882	14,576,303	681,701	3,416,980
Miscellaneous	148,916	1,189,799	96,405	303,971
Total:	$13,919,327	$113,834,346	$6,498,623	$33,772,915

Source: Publishers Information Bureau.

Color Equipment

(Continued from page 62)

within the next month. Eidophor is a theatre TV system designed to project color on any size screen (either live or on film) via the CBS method.

Attorneys for MPAA and TOA (as well as other parties interested in the 20th Century-Fox-Eidophor-CBS unit) have recommended that the associations request an amendment of the order or outright revocation if, in their opinion, it would not help conserve materials.

As presently constituted, MPAA and TOA were advised over the weekend, that the regulation does not serve the purpose for which it was promulgated. A formal protest has been prepared, awaiting their approval, it was indicated, despite the scheduling of the NPA-industry conference.

Engineers working with the Eidophor system have assured 20th Century-Fox that production of the unit would consume relatively "insignificant" quantities of materials compared to those needed for monochrome output. Black-and-white theatre TV is not prohibited.

Some authorities claim that any savings of materials which might result would contribute very little to the defense production effort.

MPAA and TOA are carrying the ball for 20th Century-Fox, which deferred to the association before taking individual action, and for the National Exhibitors Theatre Television Committee and smaller motion picture exhibitors.

J. A. Milling, who succeeds Mr. Morris in the twin DPA-NPA electronics posts Feb. 1 [B•T, Jan. 14], also is expected to be present at the NPA-industry conference.

Firms represented at the ODM-DPA conference last October were: RCA, CBS, Allen B. DuMont Labs., Paramount Pictures, Philco Corp., Motorola Inc., General Electric Co., Admiral Corp., Chromatic Television Labs. (half-owned by Paramount Pictures), Color Television Inc., Crosley, Fada, Hazeltine, Magnavox, Meck Industries, Trav-Ler, Webster - Chicago, Wells - Gardner, Westinghouse, Hallicrafters and Paramount Film Distributing Corp.

EDUCATIONAL TV

Chain of N. Y. Stations Seen

A CHAIN of educational TV stations that will reach 97% of the people in New York State was foreseen last week by Dr. Lewis A. Wilson, State Commission of Education, who predicted the educational network when the FCC approves a State Board of Regents' applications for 11 TV outlets.

Art galleries, museums, libraries, and zoos of the metropolitan area would be made available to small communities, he said, while "the feeling of space, great forests, and the orchards" of upstate New York could be brought into urban living rooms.

Also addressing some 200 persons at the Eighth Annual Institute of Visual Arts held last weekend in New York, Dr. Irene F. Cypher, assistant professor of education at New York U., admitted that educators had failed to use radio as effectively as they could have, and warned that they not repeat the error with television. Two of the main problems in educational television, she said, were overcoming budgetmakers who cannot understand the need for new materials and for reforming the teacher who still instructs classes in the way she, as a child, was taught.

* * *

November Gross

(Continued from page 61)

stood second to P & G in the radio top 10, too.

Individual advertisers who were top spenders for TV network time in their respective product groups in November are listed in Table II (page 61). Table III shows the combined time purchases of all advertisers in each class for November and January-November, 1951 and 1950. It should be noted that direct dollar comparisons between the two years are not possible as the 1950 totals do not include time sales of the DuMont Television Network.

Food Advertising First

Product group analysis shows food advertising accountable for more TV network time purchases than any other group during November, with toiletries ranking second, smoking materials third, soaps and cleansers fourth, automotive fifth and, to include all groups spending more than a million dollars, household equipment sixth. Four of these six classes, it is interesting to note, spent more for TV network time than for radio network time during the month. These were toiletries, tobaccos, automotive and household equipment.

WAVE-TV

First IN KENTUCKY

First ON THE AIR!

First IN LOCAL ADVERTISING!

First IN NATIONAL ADVERTISING!

First IN HOURS ON THE AIR!

First IN COVERAGE!

WAVE-TV of course has excellent reception in metropolitan Louisville. So does Station B. WAVE-TV's *PLUS* is that in outlying areas, 61.3% of all TV homes "get" WAVE-TV far more clearly than Station B. Ask for the positive proof!

WAVE-TV

CHANNEL 5

NBC • ABC • DUMONT

LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.

Exclusive National Representatives

TV SPOTS

8 SECONDS $50

20 SECONDS $80

ONE MINUTE $150

If your problem is how to get low-cost TV film spots (with audio) to fit your budget, we can solve it for you just as we're doing for hundreds of small budget advertisers through-out the country.

Our 35 years of producing top-quality film titles and messages for theatres and advertisers is your assurance of the best professional work. You'll save time and money if you get our prices first.

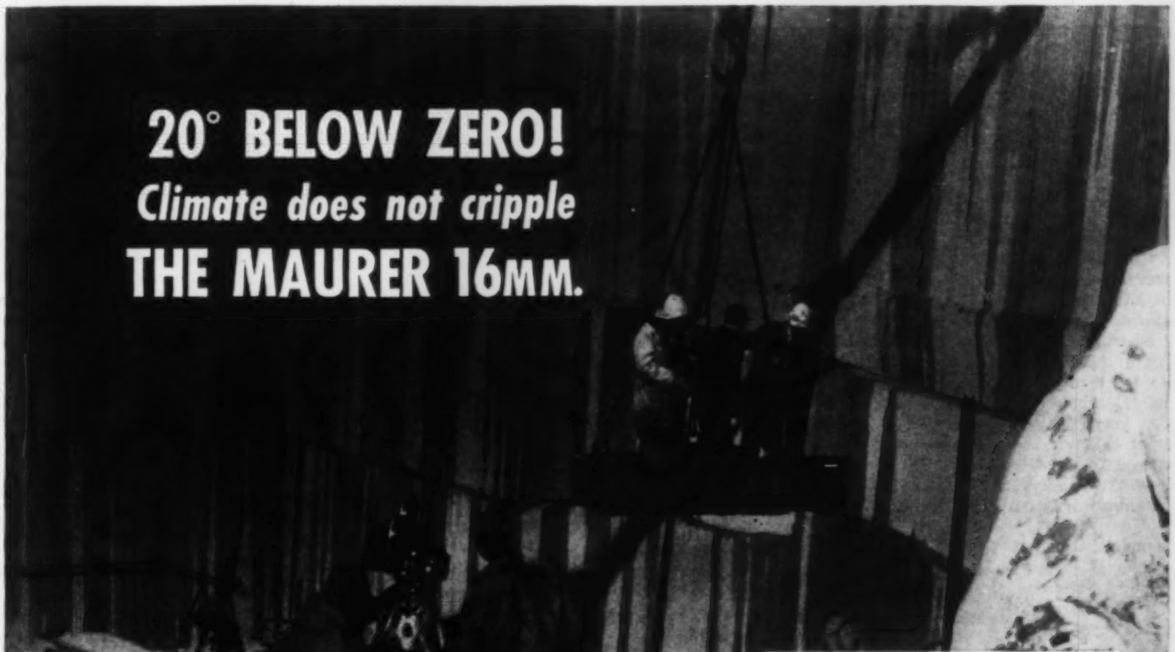
Filmack Studios

1331 So. Wabash Ave., Chicago 5, Illinois

20° BELOW ZERO!

Climate does not cripple

THE MAURER 16MM.



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

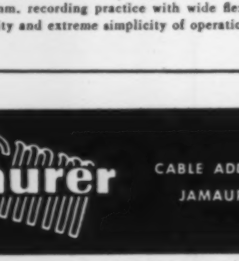
This remarkable photo shows the Maurer 16mm. Professional Camera shooting a scene at twenty degrees below zero . . . one hundred and fifty feet down in a marble quarry!

But that Maurer is getting perfect pictures . . . it was designed not to "freeze up." The Maurer 16's *dependability* under all conditions is only one of many reasons why the nation's top professionals choose this fine camera for all phases of professional motion picture production.

Hair-line accuracy . . . precise high-power focusing . . . the 235° dissolving shutter . . . and many special exclusive features all add up to finer motion pictures with the Maurer 16mm. Top results mean economical results too!

Write us for more information about how the Maurer 16mm. can answer your motion picture production problems.

THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).



THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.

•

maurer

means finer motion pictures!

J. A. MAURER, INC.

37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

16mm maurer

CABLE ADDRESS:
JAMAURER

TV SPOTS REAP TOPS

Flamingo Sales Soar After Premium Offer

OVER 400,000 tops from Flamingo frozen orange juice cans were mailed in response to a premium offer made by Leigh Foods Inc., New York, during a sales campaign of two months.

The offer—a wall-type can opener—was carried in four markets and plugged principally by minute video spots, with additional radio spots and point-of-sale material.

Listeners were asked to send in 30 Flamingo can tops, plus 25 cents for mailing and handling. Markets covered were Chicago, Detroit, Oklahoma and New York.

"The results were most gratifying," Douglas Leigh, food firm president, said, "especially in view of the number of can tops a housewife was required to save. In the important New York market, for instance, the premium boosted sales by 73%."

Special Purpose Films of New York made the TV commercial which was carried 18 times a week, over WCBS-TV New York.

In addition to the increase in sales, Mr. Leigh explained, the Swing-A-Way (can opener) opened many new accounts for Flamingo.

Mr. Leigh said that Leigh Foods plans to make the same offer in other markets if the Swing-A-Way company under new government restrictions can obtain sufficient materials for production.

SERVICE STANDARDS

High Quality Urged by Create

ESTABLISHMENT of highest professional standards throughout the television servicing industry was urged by Daniel R. Create, RCA service vice president and counsel, in a talk before the Allied Technicians Assn. in West Collingswood, N. J.

Mr. Create said that insistence on the highest possible service standards is doubly important now in view of the projected lifting of the freeze on TV stations and the expected advent of commercial telecasting in ultra-high frequencies.

PUPPY CONTEST ON WOC-TV

PULLS OVER 800 ENTRIES EACH WEEK WITH ONE MINUTE COMMERCIAL

WOC-TV Produced Programs Prove They Pull!

Local candy bar manufacturer ran a weekly Name-the-Pup contest on Cowboy Ken's kiddie participation show. During the 60 second sales talk, Ken showed youngsters a live cocker pup given each week for the best name submitted . . . each entry accompanied by a candy bar wrapper. Results from the one minute commercial on Ken's three shows a week—**804** candy bar wrappers the second week and **837** the third week . . . 5 week total—4064. Ken's still giving away puppies—and the candy bar wrappers are STILL COMING IN.

WOC-TV **sells** . . . to youngsters or adults. Let WOC-TV build your sales in the rich Quint City area. Contact your nearest F & P office . . . or write directly to us.

Free & Peters, Inc.
Exclusive National Representatives

WOC-TV
Channel 5

The Quint Cities

Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager

Davenport, Iowa

LOEB HEARING

Fair Panel Sought

THREE persons connected with neither the industry nor the union were being sought by Television Authority last week to hold hearings on character actor Philip Loeb's charges that he was blacklisted from the cast of *The Goldbergs* as a result of his *Red Channels* listing.

Action was approved by TVA board Monday, after a special committee of TVA members, acting on the union's anti-blacklisting resolution passed at its convention last December, held an initial hearing of Mr. Loeb's complaint the previous Friday night. The full investigation is expected to start as soon as the special three-person comcommittee is named sometime this week.

Special Order of Business

The Loeb case has also been inserted as a special order of business for a general TVA membership meeting previously set for Thursday afternoon, with consideration of listing *The Goldbergs* as an "unfair" program as a possibility.

Some 183 of 283 actors equity members had urged their council to request that TVA list the program, scheduled for sponsored return to the air Feb. 4, as "unfair." Members named a five-man committee of equity card-holders to assist TVA in its action.

Council for actors of the ligitimate stage passed a resolution Monday commending TVA for its prompt action on Mr. Loeb's complaint and for the general membership meeting called to discuss it, again offering cooperation and assistance in securing a fair hearing for the actor. The council did not mention "unfair" listing, however, with a spokesman explaining, "the council took what action it could take" considering its policies and jurisdiction.

The five-man equity committee's appointment therefore remains a meaningless action since it has not been implemented by a council resolution.

Morton Edell, president of the Vitamin Corp. of America, first sponsor to sign for the TV program, reported last week that *The Goldbergs* had been offered to his company by NBC-TV without Mr. Loeb as a cast member. "This may sound stupid on my part," he was reported as saying, "but at that time I'd never heard of the controversy about Mr. Loeb."

The character actor's denial of communist affiliation, Mr. Edell said, "has me on edge. I feel terrible. If he is a communist I wouldn't want him within a thousand miles of the show. But if he is not, I wish there were some way to find out."

NBC '51 REPORT

TV Sponsors Increase

ADVERTISERS in 1951 "invested more money in NBC network television than in any other medium," according to the NBC "Report for 1951" which also states that commercial programming on NBC-TV went up from 186 hours per month in 1950 to 230 hours per month in 1951, with the number of stations carrying the average NBC-TV program concurrently increasing from 37 in 1950 to 44 in 1951.

Addition of XELD-TV Matamoros, Mexico, brought the network total to 64 TV stations, of which 52 are interconnected.

NBC's radio network included 189 stations at the end of 1951, of which 89 also operate FM stations.

No sales figures are given, but the report notes that the NBC National Spot Sales Dept. records showed radio and TV sales for 1951 totaling 50% more than the records set in 1950.

'RAFFLES' RIGHTS

Interstate Retains Plans

DESPITE legal claim of Mrs. Sam Goldwyn to exclusive rights of Raffles stories, Interstate Television Corp., subsidiary of Monogram Pictures, has not abandoned plans to produce a TV film series based on that fictional character.

A recent federal court ruling against Warner Bros. in its plagiarism suit against Dashiell Hammett, mystery writer, CBS and others over rights to Sam Spade character has heartened Interstate executives in their stand [B•T, Jan. 7].

U. S. District Court Judge William C. Mathes in early January ruled that purchase by film studio of Mr. Hammett's *Maltese Falcon* did not give Warner Bros. future rights to Sam Spade, central character of book. Under ruling Mr. Hammett retains all rights to the fictional character he created.

It is expected that either Interstate or Mrs. Rosalie Menchen, who owns most of the Raffles story rights, will file suit in order to have a judicial declaration on ownership of the fictional character. Assertion is that many of the Raffles stories are in public domain.

Interstate, all set to start filming its TV Raffles series in late November called off plans at the last minute when Goldwyn representatives, claiming certain rights for Mrs. Goldwyn, threatened to take action "to protect those rights."

'Kukla' Honored

BURR TILLSTROM's award-winning *Kukla, Fran and Ollie* ha another award as *Look* magazin commended it as the best in chi dren's video programming. M Tillstrom and his Kuklapolita Players originated their NBC fiv a-week strip in New York, rathe than Chicago, in order to recei the presentation during an NBC-T *Kate Smith Evening Hour* telecas

UHF 'Proven Art'

(*Continued from page 64*)

the whole will be highly competitive and salesmanship may mean the difference between profit and loss for the dealer; (4) military production of radio and electronics equipment will be much higher than in 1951 but will not halt the manufacture of sets.

Set demand will not be affected much by the end of the freeze, Mr. McDaniel said, adding "it seems doubtful if more than a handful of new TV stations will take the air before the end of the year." New stations in metropolitan areas, where competition over channel allocations is intense, will probably not go on the air until 1953 "or later."

He concurred with Dr. DuMont's assertion that UHF stations will probably be authorized before VHF outlets and suggested that there will be no sales problem in newly opened TV areas because combination UHF-VHF sets can be sold from the outset with no problem of convertibility.

TV Assists in Politics

Television "will really hit its stride as a factor of the utmost importance for assisting the American people in the intelligent exercise of their hard won privilege of participating in democratic government" during the political convention telecasts next summer. Political candidates, he said, "know that for both psychological and technical reasons the television viewer is much quicker than the radio listener or the movie goer to detect falsity, pretense and bombast."

The keynote address was given Monday by Mort Farr, president of NARDA, who described happenings within the industry during 1951 as "fuzzy, tentative, inconclusive—a treacherous and treadmillish 12 months."

Most appliance dealers last year vacillated between threats of shortages and talk of over-production, Mr. Farr said, and "for all out efforts we just about broke even." The appliance business in '51 was a stalemate, he noted.

The three-day meeting started Sunday at the Conrad Hilton Hotel.

HAWAIIAN CHANNELS

Only Two Comments Filed

AT DEADLINE for filing comments on the FCC's proposed change of allocation of TV Channels 5 and 6 (76-88 mc) and FM Channels 251-300 (98-108 mc) to common carrier inter-island communications [B•T, Dec. 3, 1951], only two comments had been received by the Commission.

The comments, both opposing the proposed change, are from NARTB Washington, and jointly from KULA and KIKI in Hawaii.

The Hawaiian stations said they felt the Commission should not make a final allocation of VHF television channels in Hawaii until the television needs of the islands are crystallized.

NARTB-TV said that in the present television allocations, the 76-88 mc frequencies are reserved for broadcast use in both the U. S. and its dependencies; frequencies now occupied by common carriers were allocated following extensive hearings in 1944 and 1945 at which the majority of witnesses testified in favor of the frequencies finally allocated; that, pending the outcome of the freeze, no final determination as to the use of Hawaiian channels can be made.

School TV Issue

(*Continued from page 64*)

"as we can't get enough of them and have to repeat those we have." He would pay "a reasonable fee."

Mr. Schramm explained there is no provision for TV in the current budget except for $16,000, planned for salaries when the staff is hired. The university, which operates on a $40 million yearly budget, owns a GE transmitter (a gift) and recently purchased an FM-TV tower from WTMJ Milwaukee for about $75,000. The tower will be used for a new 50 kw FM station which is being built. TV-FM transmission site is at nearby Monticello. School also operates an AM station, WILL.

WAAM (TV) FUNDS

To Aid Johns Hopkins U.

A GRANT of $10,000 by WAAM (TV) Baltimore to Johns Hopkins U. for extension of TV activities at the university and further development of its *Johns Hopkins Science Review*, has been announced by University President Detlev W. Bronk.

Ben Cohen, WAAM president, said Johns Hopkins "has pioneered in the use of television as an educational medium," that it has "definite plans for the future, which we believe will be of great value, and it is our pleasure to have a part in this worthwhile development."

Chris J. Witting, director and general manager of the DuMont TV Network, which carries the *Science Review* from originations in the WAAM studios, said: "WAAM and the Johns Hopkins U., working together so sympathetically, have done much to advance educational television. Their program already is a production of great merit whose many awards indicate that it is in the very forefront of its field, and we at DuMont have no doubt that this grant will enable the university experts to translate their ideas into action and thus keep the program in its position of leadership."

RCA
RADIOTRON
ELECTRON TUBE
RCA
833-A

The tube that puzzled the experts

Ever stop to figure how RCA puts this tube together? It's quite a trick. And it was also quite a trick to design an air-cooled triode that could take 1800 watts input—*in a glass envelope no bigger than a cookie jar.*

The RCA-833A and its predecessor, the 833, have served broadcasters faithfully for more than 14 years. Today the tube is used in practically every 1-kw AM transmitter in the country. And by the way, RCA-833A's now cost you less than 60% of what they did originally.

For fast tube service, call your local RCA Tube Distributor!

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

Program Costs

CURTAIN was drawn back a little on TV station expenses when DuMont introduced an analysis of program department costs for its three owned and operated stations. Document was introduced during last week's FCC Paramount hearings (see main story page 25).

Program department expenses doubled at New York flagship WABD (TV) from 1949 to 1950, report showed. In 1949, WABD's program expenses were $723,800; in 1950 they were $1,422,997.

Expenses of same department for WTTG (TV) Washington went from $120,347 in 1949 to $132,476 in 1950. For WDTV (TV) Pittsburgh the figures were $53,640 in 1949 (when station had no studio) to $114,255 in 1950.

Breakdown for each station lists costs for program department salaries and wages, talent, transcriptions and recordings, other expenses.

Coast Baseball Policy

THORNY subject of baseball television was bypassed last week by the Pacific Coast League directors, meeting in Los Angeles. Respective clubs are to set their own telecasting policy in 1952, it is understood. Both the Los Angeles Angels and the Hollywood Stars stated intentions of expanding their TV schedule. Angels' home games were telecast five times weekly on KLAC-TV Los Angeles, while Stars' games were on KTTV (TV) there twice weekly.

IAFW Joins ADTFC

MEMBERS of the Independent Associated Film Writers, only screen writers' organization on the East Coast, announced Wednesday its affiliation with the Assn. of Documentary and Television Film Cameramen, New York, local film section of National Assn. of Broadcast Engineers and Technicians (CIO).

'PIPELINE' TV

Sprouting in Northwest

AS A RESULT of a special ordinance enacted by the Seattle City Council, two firms will begin installation Jan. 25 of coaxial cables to bring better television reception to viewers in the Seattle area.

Firms are Master Television Antenna Systems, owned by L. M. Kelley, manager of the Business Exchange, and Holert Electronics Inc., affiliated with Holert Electric Co. Mr. Kelley told BROADCASTING • TELECASTING that there are now 1,937 television sets in the Seattle area getting poor reception and estimated that in 25 years the number would rise to 6,500. At the present time, the sole Pacific Northwest video outlet is KING-TV Seattle, with transmitter on Queen Anne Hill.

Fees authorized by the City Council are $100 for installation and $4 a month for the coaxial service. The ordinance requires that the licensed companies pay a 4% tax on gross revenues although the tax on the installation cost is to be waived for the first five years. Mr. Kelley indicated the first installation, serving some 40 homes in one area, would be functioning by Feb. 1.

Meanwhile, in Astoria, Ore., the local city council also has authorized installation of the coaxial network system to pick up KING-TV telecasts. The Astoria licensee is L. E. Parsons.

LA. STATE ELECTION

WDSU-TV Airs Returns

COVERAGE of the Louisiana State elections, held Jan. 15, was aired by WDSU-TV New Orleans. Beginning at 8 p.m., the station presented a five minute summary of election returns between every scheduled program.

Mel Leavitt, station's special events director, used four blackboards to present a tabulation of each candidate's votes. Yank Gilkerson, news reporter, analyzed voting trends according to specific districts from the news room at WDSU-TV.

ATTENTION ADVERTISING AGENCIES

Are you in the market for a home audience participation program with proven public appeal?

Now available for television

Hollywood Community Sing

35 years a popular Hollywood attraction with the talented

HUGO KIRCHHOFER

directing

For complete information, write or telephone

GUS INGLIS,

400 So. Keystone Street Burbank, California

CHarleston 8-9192

film report

Hurrell Productions, Burbank, Calif., and subsidiary Walt Disney Productions, is exploring possibilities of producing serialized TV film dramatic and comedy shows, it was disclosed by **Roy O. Disney**, president of parent organization in company's annual report. Firm for past year has been making TV film live-action spots on a small-scale production.

"It is still too early, however, to attempt an evaluation of our progress or to predict our future in this new and highly competitive field," he said. Walt Disney Productions has no intention of releasing any of its library of features and shorts to television, it was stated.

* * *

William F. Broidy Productions Inc., Hollywood, starts new TV film series, *Consultation Room*—26 half-hour films will be based on late **Dr. Frederic Loomis** book. Series, written by **Sam Roeca**, will deal with human relations and interest as seen by a doctor from across his desk. **Wesley Barry** to produce and **Frank McDonald** direct, with shooting at Brodco's Sunset Studios.

Scheduled for March shooting is *Phantom Pirate*, TV film series of 26 half-hour episodes dealing with seafaring Robin Hood. **Wesley Barry** and **Frank McDonald** to direct.

Brodco Corp., whose studios in Hollywood house **Broidy Productions**, has leased 110 acres at Big Bear, Calif., which include five-acre Cedar Lake and complete Northwest Territory village settlement. Big Bear property is being currently used by **Broidy Productions** for TV film series, *Trail Blazers*.

* * *

Sales . . .

Braun Baking Co., Pittsburgh, through Ketchum, MacLeod and Grove, is sponsoring *Old American Barn Dance*, produced by **Kling-United**, Chicago, on WDTV Pittsburgh for 26 weeks. . . . **First National Bank of Tulsa** has bought *Royal Playhouse*, produced by **Bing Crosby Enterprises** and sold by United Television Programs, for 26 weeks on KOTV Tulsa. . . . **Fourth Street Assn.**, Cincinnati, renews *Fashion Previews* wit UTP for 13 weeks on WCPO-T Cincinnati. . . . **Harris-Tuchma Productions,** Hollywood, produce three 20-second and one 55-secon film commercial for **Mrs. Karl' Bread,** Milwaukee. Contrac through Dan B. Miner Co., Los Angeles agency.

* * *

Snader Telescriptions Corp., Beverly Hills, has opened departmen for production of TV film commercials, temporarily under supervisio of **Louis D. Snader**, presiden Manager to be named at later dat

* * *

People . . .

Herbert Wixson, head of his ow radio-television package sales organization, to **Jerry Fairbank Productions, Hollywood,** as Wes Coast sales manager. He was one-time assistant manager and general sales manager KMPC Hollywood.

* * *

Margaret Buell Wilder, story editor *Pulitzer Prize Playhouse* an television and motion pictur writer, signed by **Frank Wisba Productions** as story editor fo *Fireside Theatre*, TV film series.

* * *

Kenneth G. Manuel, television an talent director, D. P. Brother & Co. Detroit, in Hollywood to supervis filming six spot announcements fo **Oldsmobile Division at Jerry Fairbanks Productions.**

* * *

Jean Ruth and **Bill Lechner,** contract players **Jerry Fairbanks Productions, Hollywood,** made persona appearances in San Francisco las week for west coast premiere *Th Lady and the Rocket*, TV commercial film, made for **Oldsmobile Division** of General Motors.

* * *

Harry McMahan, executive producer **Five Star Productions,** Hollywood, will address **Jacksonvill** (Fla.) Advertising Club, Feb. 2 and Miami (Fla.) Advertising Clu Feb. 28, on "Blending Techniqu in TV Commercials."

Buys Stories for TV

INCLUDED in CBS Television plans for a 39 half-hour film series, to star Ginger Rogers, is purchase of approximately 150 story properties including novels, Broadway plays, and musical comedies. Selection of top scenes will be made and then tailored to fit Miss Rogers and format. Series, which is expected to begin shooting in April, will be telecast in September, according to present plans.

INDUSTRIAL FILMS
TV SPOTS . . .
PROGRAMS

RKO
PATHE, INC.

625 Madison A
N.Y. 22, N.Y. • PLaza 9-36

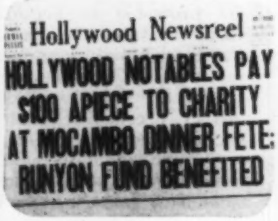
TV FILMS AND FEATURES

Specialty Television Films, Inc.
1501 BROADWAY
NEW YORK CITY
LU 2-4717—LO 4-5592
JULES B. WEILL, PRES.

NEW TV FIRSTS . . . Hollywood features with well known stars are now available, CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNADO, WRECKING CREW, WILDCAT, FOLLOW THAT WOMAN. Other available features are MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, BORNEO, BABOONA, I MARRIED ADVENTURE.

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
WILL BALTIN, NAT'L. SALES MGR.

TV DISC JOCKEY TOONS: A series of films made especially to synchronize with popular and standard phonograph recordings. The perfect solution to TV's most intriguing problem, "How to convert radio's disc jockey to TV?" Preliminary runs have been successful in 22 of the nation's markets. Designed as a library service to TV stations.



Hollywood Newsreel

HOLLYWOOD NOTABLES PAY $100 APIECE TO CHARITY AT MOCAMBO DINNER FETE: RUNYON FUND BENEFITED

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
WILL BALTIN, NAT'L. SALES MGR.

HOLLYWOOD NEWSREEL: A weekly 15-minute syndicated film program produced in Hollywood, the entertainment capital of the nation, especially for TV. Each issue features behind-the-scenes activities of top star personalities of movies, radio, and television. No other program on the air can offer so many names for so little money!

Explorers Pictures
1501 BROADWAY
NEW YORK CITY
LU 2-4717—LO 4-5592
JULES B. WEILL, PRES.

THE BIG GAME HUNT . . . HAS SCORED TREMENDOUS RATING IN LOS ANGELES MARKET BEING SHOWN WEDNESDAYS 7:30 to 8:00 P.M. A Package of twenty-six half-hour subjects featuring the thrilling jungle adventures of Osa Johnson, aimed to appeal to every member of the family, this series hits its mark.

Telecast Films, Inc.
112 W. 48th Street
New York 36, New York
JUdson 6-5480

A SERIES of 25 mystery and crime detection features, starring such names as Dean Jagger in "Revolt of the Zombies," Ginger Rogers in "Shriek in the Night," Melvyn Douglas in "Vampire Bat" plus other titles with Lyle Talbot, Donald Cook, Ralph Graves, Paul Lukas & Dorothy Stone.

Post Pictures Corp.
115 W. 45TH STREET
NEW YORK 19, N. Y.
Luxemburg 2-4870

PARTNERS IN TIME—another of the 6 BIG FEATURES in our success-tested LUM 'N' ABNER series! 17 years of radio laughs means your TV audience is ready to roar! Beautiful Pamela Blake is both Lum and Abner's sweetheart . . . forty years ago, in a riotous film that goes back through time to solve a real problem, then brings suspense and laughter right up to date.

For more information please write direct to the distributors.

Senators Vote TV Confidence

(Continued from page 63)

gear and throw powerful floodlights and spots full into the faces of hearing participants.

Not a witness, official or spectator wore glasses last week. The rostrum was encumbered with only one TV camera. The other camera was mounted on a table in the back of the room. Radio and TV portable monitoring equipment was placed at one side of the chamber.

Sen. Matthew M. Neely (D-W. Va.), subcommittee chairman, said TV coverage can help investigators and serve the public interest. "Television did not interfere in any way with the hearing," he told BROADCASTING • TELECASTING. "It is one of the most salutary and powerful deterrents of crime that has been invented."

Another member of the investgating group, Sen. Herman Welker (R.-Idaho), said he had voted against televising the hearing when the subcommittee was discussing procedure early this month. At that time the vote was 3-2.

After watching TV's role in the hearing room all week, he said, "Television certainly doesn't make much noise. I forget all about the cameras when testimony begins and there aren't any bright lights."

On the other hand, Sen. Welker said microphones and cameras might raise subconscious fears in a witness but felt this was a matter for judicial decision. "If the courts say O. K., then it's all right with me. There's definitely a legal question." Sen. Welker added that TV occasionally made him nervous.

Charles E. Ford, counsel for Robert J. Barrett, retired Washington police chief, and for Emmitt Warring, reputed gambler, was asked why Mr. Barrett objected to telecasting and broadcasting at Monday's opening hearing whereas Mr. Warring's full testimony was telecast and broadcast.

"They took the lights away from us," Mr. Ford told BROADCASTING • TELECASTING in explanation. At the Monday hearing a Kleig light was turned into the faces of Messrs. Barrett and Ford. This light was said to have been operated by a TV newsreel photographer. When the committee voted against televising the Barrett testimony, the operator left and no further effort was made to film the proceedings.

The soft, indirect lighting used by WMAL-TV did not interfere with the hearing and was not objectionable to himself or to Mr. Warring, the attorney said. "To throw a light into the face of anyone is interference," he said. "The row of newsreel cameras and the noise could be destructive to many people. The witness should not be interfered with while questions are being asked and he should be allowed to answer without the excitement of grinding cameras and the 'third-degree' lights."

"This witness (Warring) was not bothered by the broadcasting microphones or the camera."

Mr. Ford said he was confining his views to the actual time a witness is on the stand. He added that he is on record in bar association meetings against coverage of court and hearing proceedings by newsreel, TV and radio on the ground they can interfere with the rights of witnesses.

Saw No Objection

Asked about transportation of the proceedings into the nation's radio and TV receivers, Mr. Ford said he saw no objection to this coverage as long as the technical maneuvers didn't harrass the witness while testifying.

"Did TV bother you while you were testifying?" Mr. Warring was asked.

"No, sir," he replied.

William Gullidge, clerk of the Senate committee, told BROADCASTING • TELECASTING television "hasn't bothered us at all. I haven't discovered any noise or confusion due to TV machinery. On the other hand, TV offers a distinct advantage in that the public can see and hear the proceedings through the camera and microphone. The public gets an accurate picture of what actually is happening in the hearing room."

Mr. Gullidge commented on the fact that TV coverage was silent. "We don't have the noise of grinding newsreel cameras," he added. "There are only one or two lights and they don't hit anyone in the eyes because they are aimed at the ceiling."

Arnold Bauman, subcommittee counsel conducting the investigation, said WMAL-TV's operation during the hearing "is so unobtrusive I'm completely unaware of the presence of cameras or microphones."

He added, significantly, "No witness has complained seriously about the TV facilities."

Bernard Solomon, associate subcommittee counsel, said, "Unless someone told me I wouldn't know the cameras were operating. They make no noise and there are no bright lights."

Another witness, Police Inspector Beverly Beach, who testified Thursday in executive session, said he would not have objected to radio or TV coverage of his testimony in an open session.

Bryson Rash, WMAL-TV commentator in charge of the hearing telecasts, said the station's lighting consisted of two 500 w scoops directed toward the ceiling. The widest lens opening used during the week was f.5, he added. On several occasions, the two cameras operated without the scoops, using only the soft illumination from recessed ceiling fixtures.

Tally lights were removed from the cameras Monday after an attorney had observed a red signal in operation.

Microphones before witnesses and subcommittee members were turned off during consultations.

Washington radio stations provided both live and delayed coverage of the hearings, using pooled facilities to avoid littering the committee room with gear.

The "Little Kefauver Investigation" grew out of a broadcast on WWDC Washington last Aug. 25 by F. Joseph Donohue, member of the D. C. Board of Commissioners. At that time he countered charges of "police payoffs" by asking for a Congressional investigation. The Senate Rules Committee allotted $50,000 for the probe.

At the opening of hearings last Monday, Mr. Barrett and his attorney took a look at the lone TV newsreel Kleig and filed objection to both TV and radio coverage. The committee took a vote and agreed to bar both media, along with still photographers.

Quick Protests Lodged

WWDC and WOL - Liberty promptly wired a protest to the committee and were followed by Radio Correspondents' Assn. Willard F. Shadel, chairman of the association's executive committee. He protested to Sen. Lester C. Hunt (D-Wyo.), claiming the action was discriminatory and wholly unjustified so long as other news media are admitted. Hollis M. Seavey, president-elect of the association, protested to Sen. Welker.

TV and radio were allowed to operate at all open sessions of the committee following Mr. Barrett's appearance. One routine objection from a Wednesday witness was quickly overruled.

All four Washington TV stations had indicated in advance of the hearings that they planned to televise. After the Monday action upholding Mr. Barrett, however, all withdrew but WMAL-TV. WTOP-TV had estimated in advance that combined TV coverage would cost the stations nearly $5,000 a day.

The District of Columbia Bar Assn. decided last week to investigate Congressional investigations, including legal aspects of televising hearings. The association is interested in safeguarding individual rights, said Leonard P. Walsh, president.

'Big Town' to Film

LEVER Brothers (Rinso and Spry) through its agency, Ruthrauff & Ryan, New York, will film its CBS-TV series, *Big Town*, effective early in spring in Hollywood. Firm will use films instea of live program so that it can pa approximately six minutes mo of action into the format and al be able to use outdoor scenes. will cost the company just as mu money to film the show as to pr duce it live, spokesmen said, b the films will be a perman property and may be used later.

no if's . . .

BROADCASTING • TELECASTING is best for information about what's going on in the broadcast field. Over the next publication, best by 313.7%.

no and's . . .

BROADCASTING • TELECASTING is best for bringing station advertising to the attention of the nation's top buyers of time. Over the next, best by 445%.

or but's . . .

This is exactly what Fact Finders Associates of New York—one of America's most respected reseach organizations—learned by personal interview survey.

The findings confirm what every other survey in 20 years established; that BROADCASTING • TELECASTING is first in circulation, first in readership and first in advertising effectiveness.

More first votes than all other journals combined

BROADCASTING TELECASTING

FAIRBANKS SALES

Cattell Heads New Unit

WITH Official Films having relinquished all sales distribution rights to its TV productions, Jerry Fairbanks Productions, Hollywood, is setting up its own national sales division under Ralph Cattell, vice president and general sales manager. New division also will distribute TV programs produced by other companies, it was said.

Official Films, which has been sales agency for a number of Fairbanks TV films since split of the two corporations last year, is returning all productions in accordance with an agreement reached between the Hollywood producer and William Goodheart, president of Official. Move is a complete severance between OF and Fairbanks.

Modern Talking Pictures, one of the largest distributing agencies in the commercial film field, through its 29 exchanges, will handle print shipment and inspection for the Fairbanks sales division.

Eight TV packages are being made available now through the new sales division and include 13 *Jackson and Jill*, half hour comedies; 26 *Going Places With Uncle George*; 26 *Television Close-ups*; 195 *Crusader Rabbit*, five minute animation shows; 13 *Hollywood Half-Hour*, dramatic series; 52 *American Legion Wrestling*, 60-minute films; 26 *Paradise Island*, musicals; and 26 *Public Prosecutor*, dramas now being re-edited as 15 minute programs.

Firm's newly opened branches in key cities will be used as nucleus for the sales division with expansion to cover 18 areas. Branch offices are currently in New York, Chicago, Cleveland and Detroit.

Catholic Tribute to TV

TELEVISION industry deserves a vote of confidence for its "prudence" in presenting programs fit for family consumption, the Rev. Edwin B. Broderick, director of radio and television for the Roman Catholic Archdiocese of New York, said Jan. 13, in a sermon at St. Patrick's Cathedral. He cited television as differing from some other industries—such as "magazines in the sewer-stream culture series" which he called desecrators of the American home.

CBC TV PLANS

Training Course Underway

CANADIAN Broadcasting Corp. has started an intensive training course for about 60 new television employees at Toronto and Montreal, in view of the first CBC-TV transmitters beginning operations in August. Donald Manson, CBC general manager, announced the courses started Jan. 14 and will be for program and technical personnel. Employees in other categories are to start training courses in about three months.

It is expected that by August CBC will have about 190 trained TV personnel at the Montreal and Toronto studios. The six months training course will be mainly in actual production of experimental programs in order to give the staff as much "on camera" work as possible. Fergus Mutrie, director of CBC-TV Toronto, and Aurele Seguin, director of CBC-TV Montreal, will be in charge of the courses in their cities.

Decision has been made by CBC that its proposed outlets at Montreal and Toronto will not go by AM affiliate call letters with TV suffix, but will be known by CBC initials, as CBC-TV Toronto, and CBC-TV Montreal. Toronto will use Channel 9 and Montreal will use Channel 2 this year, plus a second station later for Channel 5, thus giving Montreal an English and French TV station operated by CBC.

ABC-TV EXPANDS

Adds West Side N. Y. Space

ABC Television facilities on New York's West Side will be increased by the addition of two new studios, scheduled to be put into service Feb. 15 as origination points for such programs as *Tales of Tomorrow* and *Space Cadet*.

Adjacent to the present ABC-TV Television Center facilities at 7 West 66th St., the new studios are located in the building leased from ABC by WOR-TV New York until the latter station completed its own Television Square a block away [B•T, Jan. 14, 7].

Extensive alterations and improvements have been in progress in the several weeks since the space was returned to ABC. Overall floor plan has been divided into two separate studio areas, to be known as TV 2 and TV 3, with each measuring 100 ft. by 50 ft. New equipment also has been installed, one feature of which is "Clancy" rigging, a cable counterweight system which allows one stage hand to fly an entire set without help.

Besides TV 2 and TV 3, ABC-TV has six other studios in its Television Center plus facilities in five other New York theatre sites.

Mystery Award

FOR the first time, Mystery Writers of America will award an "Edgar," statue of Edgar Allan Poe, to best television mystery program of year at annual MWA dinner April 21. Previously, awards have been given for best radio mystery program, mystery novel, mystery movie and to the short story author, true crime writer and critic who have notably contributed to mystery field. Special committee will nominate six video mystery shows—from some 25 on air—for final vote by MWA's 350 members.

WTIC'S TV PLANS

RCA Equipment Received

SHIPMENT OF RCA television equipment has been received by the Travelers Broadcasting Service Corp. (WTIC-AM-FM Hartford, Conn.), applicant for a TV station in that city, Paul W. Morency, WTIC vice president and general manager, announced Jan. 9.

Mr. Morency made plain that reception of the equipment did not *per se* bring TV closer to Hartford and that a local video outlet still appeared from 18 months to two years away. The equipment, he added, consists of cameras, monitors, lighting facilities and amplifiers, and will be used to train personnel "so that when TV finally comes to Hartford, experienced people will be ready to handle it." WTIC-TV would operate on Ch. 10 (192-198 kc) with 11.65 kw aural, 15 kw visual. Mr. Morency acknowledged the possibility however, that the priorities for equipment had been negotiated and that the Travelers' TV outlet could be on the air within six or eight months after a "go-ahead" from the FCC. Equipment was ordered in September 1947 and would be housed in the present transmitter building on Talcott Mountain in Avon. If necessary, the antenna tower now used by WTIC-FM will be converted for TV, Mr. Morency said.

SPEECH AID

WDTV(TV) Helps Girl

THE PROWESS of television has chalked up another good deed on its growing list. WDTV (TV) Pittsburgh received a letter from a grateful mother, thanking Mitzi Steiner, station personality, for teaching her five-year-old daughter to speak.

The tiny lass, Clair Porvaznik, was born with a cleft palate unabling her to speak clearly. Last year she entered the hospital to have her ailment repaired with plastic surgery. Following the treatment she had to have some speech therapy, but due to her heavy medical schedule she found little time for it.

It was during her convalescence that she discovered Miss Steiner's show, whose speciality is pantomime entertainment. Day by day little Clair sat in front of the family TV set and watched Miss Steiner's lip movement and listened to the recorded sound.

Today Clair speaks perfectly. Specialists were mystified when they tested and evaluated Clair and have decided that she needs no speech therapy at all. Mrs. Porvaznik believes that without Miss Steiner's help, and everyone connected with the show, Clair still would be unable to speak today.

MORE THAN one million pieces of mail have been received by *Down You Go*, DuMont network feature originating at WGN-TV Chicago, since the show took the air last May.

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

San Diego's
DEPARTMENT
STORE Volume
Showed The
GREATEST
Percentage
Of Increase
(in the 4 weeks preceding Xmas)
OF ANY WEST
COAST CITY
. . . according to the Wall Street Journal.

Wise Buyers
BUY
KFMB
For
More
Business!

KFMB-TV
Channel 8
KFMB-AM
550 - K.C.
John A. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Mgr.

Open Mike

(Continued from page 16)

a "strange assembly" of advocates. Yet there is the implication that we are somehow in concert against the "traditional" system of U. S. broadcasting. . .

I have always proceeded on the premise that subscription broadcasting, as a new and auxiliary function of television, would *strengthen* rather than weaken our traditional broadcasting system. In fact, as the use patterns of television unfold, I incline more and more to this view. Perhaps it would serve some purpose if I document my reasons.

In the first place, I don't see how box office use of TV could possibly take away anything that sponsored programming now provides to television. I'm sure that viewers will not pay for any programs that sponsors can provide or which the networks and stations provide as sustaining or public service. I would assume that the first demand of a pay-as-you-see program must be that it be *worth* paying for, over and above what is available "for free."

Accordingly, I expect that the programs that will succeed on subscription television will be essentially the same type and quality of movies, plays, sports, education, etc., that people now expect and are willing to pay for, as well as go out of the home to see.

Next comes the question of subscription programs "taking away the audience" from sponsored shows. I don't think the box office broadcasts will take away the advertiser's audience any more than his programs. Indeed, I believe that by providing more variety of premium programs, subscription TV will help build a far larger total audience.

Not only would it make more stations economically possible, but it would also give more people more reasons to buy and use TV sets.

Moreover, the family budget would not permit the audience looking at fee programs for more than a few hours per week. The balance of the time these new viewers would be there to provide that huge audience that the best sponsored shows admittedly need in order to pay off.

And as for the revenue from the box office programs, a rather handsome share of it goes first off to the station carrying the show. And presumably all stations will have an equal opportunity to use any subscription system that may be authorized.

I doubt very much if the FCC would ever allocate channels to, or authorize exclusively subscription TV stations—especially when the *regular* TV stations are the logical ones to provide this additional service.

Hence if subscription television can provide: new premium programs for the viewer; a bigger total audience for the sponsor; more revenue for the station—not to mention a practical answer to the impasse over how to put major sports on TV—then I can hardly see how it is against the best interests of "traditional U.S. broadcasting. . . ."

Millard C. Faught
The Faught Co.
New York

* * *

Politics

EDITOR:

. . . Radio and television cannot fail to appreciate your very interesting and complimentary editorial, "The Radio-TV Elections: I" in the Jan. 7 issue of BROADCASTING • TELECASTING.

As one member of the radio and television industry, I thank you.

Willet H. Brown
President
Don Lee Broadcasting System
Hollywood

Jack Martin

JACK MARTIN, 57, for many years organist at WTMJ Milwaukee, died Jan. 13 in Milwaukee. He had been ill for several years.

FOR SALE

For television micro-wave relay use—one 200 foot "Skyline" double guyed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE –

J. M. McDONALD,
Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square,
Cincinnati 2, Ohio

EASLEY INDICTED

Federal Grand Jur Charges Mail Frau

FEDERAL grand jury in the District of Columbia last week indicted consulting radio engineer Robert L. Easley on four counts of using the mails to defraud.

Conviction carries a penalty of $1,000 fine on each count or one year in jail or both.

Mr. Easley previously has been named or involved in law suits filed by WHAR Clarksburg, W. Va.; WLIL Lenoir City, Tenn.; WRNO Orangeburg, S. C., and WNOK Columbia, S. C. [B•T, Nov. 27, 6; July 17; May 1, 1950].

Indictment in U. S. District Court in the District of Columbia charged that Mr. Easley had falsely represented himself and firms which he controlled by contending:

(1) That he was a legally registered radio consulting engineer. (2) That he could buy equipment economically. (3) That his staff has successfully served over 200 clients. (4) That he offered complete service to stations—with engineering, management, advertising and program consultation. (5) That his own men could make studio alterations cheaper than could local contractors and labor.

Based on Letter

Counts of the indictment were based on two letters sent in 1950 by Mr. Easley to Dallam R. Jackson of the Hawkinsville, Ga., Lions Club and to H. N. Lee of the Opp, Ala., Chamber of Commerce. Mr. Jackson is associated with Tri-County Broadcasting Co., applying for 500 w daytime on 610 kc in Hawkinsville, and recently asked the FCC to revise its processing line procedures in order to expedite grants to communities without local radio service [B•T, Nov. 12, 1951]. Mr. Lee is one of the stockholders of Opp Broadcasting Co., applying for 1 kw day on 860 kc in that city.

In one letter to Mr. Jackson, Mr. Easley stated that his firm—he has operated under his own name and been identified with the firms of Mason & Dixon Engineers, Broadcast Engineers, Dixie Engineering Co.—offered in addition to engineering the following additional services: Revenue analysis, budgets, organization and financing, program schedules, personnel recruitment and the organization of technical, advertising and program departments.

In a letter to Mr. Lee, Mr. Easley stated that a $500 fee would enable his firm to start proceedings for a grant of a radio station and that an investment of $6,000 would see the successful granting of the application. The letter also stated that the station could probably go on the air for another $6,000 for equipment.

Initial letters to both men were form letters without salutation. They declared that frequencies were available in the community and that radio stations were a good investment, returning "an average of 30% a year on capital invested." The initial form letter suggested that if the recipient was not interested he "pass it along" to someone who might be.

It is understood that Mr. Easley not only circularized individuals and organizations in small communities, but also placed advertisements soliciting business in small town newspapers.

WMAW SALE FILED

Rosenman Group Acquires

APPLICATION for the sale of WMAW Milwaukee, Wis., to Ale Rosenman, Cy Blumenthal and Lo Poller for $235,000 was filed with the FCC last week [CLOSED CIRCUIT, Dec. 12, 1951].

Sellers are C. A. Randall, R. E Borchert and six others who will transfer their 2,005 shares of stock in the company to the new group subject to FCC approval.

According to the application WMAW has current assets of $27,-333.74, fixed assets with a book value of $192,912.19, and various other assets totaling $50,185.52. Current liabilities are $34,123.48, accrued liabilities $18,055.49 and fixed liabilities in the form of notes payable to Mr. Borchert total $247,-387.31. The station's net loss to Nov. 1, 1951, was revealed as totaling $269,134.83.

Under provision of the terms between Messrs. Rosenman, Blumenthal and Poller, Mr. Rosenman will hold 50% of voting rights, with other 50% held by Messrs. Blumenthal and Poller together.

Mr. Rosenman was commercial manager of WCAU Philadelphia about 25 years. Now he is an executive and major stockholder in Official Films. Mr. Poller owns WPWA Chester, Pa., and in association with Mr. Blumenthal also owns and operates WARL Arlington, Va.

WMAW is a 5 kw ABC affiliate on 1250 kc. It went on the air in 1948.

Hollywood vs. Video

FIRST of three articles on "The Big Brawl: Hollywood vs. Television" appears in the Jan. 19 issue of *Saturday Evening Post*. The article examines the problem whether TV will turn $3 billion worth of movie theatres into empty, haunted halls, or whether Hollywood makes television just another outlet for its productions. Milton MacKaye is writer.

Why buy 2 or more..
do 1 big sales job
on "RADIO BALTIMORE
WBAL

New Business

(Continued from page 14)

Wed., Fri., 4:45-5 p.m. and 6:45-6:55 p.m. (PST), for 52 weeks from Jan. 2. Agency: Roche, Williams & Cleary, Chicago.

Agency Appointments • • •

RCA VICTOR, Camden, N. J., names Al Paul Lefton Co., Phila., to handle advertising for new Air Conditioning Dept. National campaign is planned.

H & L BLOCK Co., S. F. (manufacturer of men's sportswear), appoints Bernard B. Schnitzer Inc., S. F.

SPRECKELS SUGAR Co., S. F., appoints BBDO, S. F. **CHRISTY ALLEN** will direct account with **WALTER McNIFF** as account executive.

WINE GROWERS GUILD, Lodi, Calif., appoints Dancer, Fitzgerald & McDougal, S. F. Guild, Bascom & Bonfigli, S. F., recently resigned account.

THE ALASKA VISITORS ASSN. (tourist trade promotion) names Pearson, Morgan & Pascoe, Seattle.

DAD'S ROOT BEER Co., Chicago, names Ross Roy Inc., same city. Advertising budget, approximately $500,000, will include TV and spot radio. **MARK T. MARTIN JR.**, agency vice president, is account executive.

FIRST NATIONAL BANK, Seattle, names Strang & Prosser Adv., same city. **JOSEPH McGUIRE**, senior partner in agency, will be account executive.

BLOCK DRUG Co., Jersey City, N. J., names Cecil & Presbrey, N. Y., to handle expanded program for Amm-I-Dent toothpaste. Chief additions to schedule will be in radio and TV.

Mrs. Burt Squire

FUNERAL services were conducted Wednesday for Mrs. Burt Squire, wife of the midwest representative in Chicago for Broadcast Music Inc. Mrs. Squire died Jan. 13 as the result of a brain hemorrhage. Mr. Squire and a daughter, Diane, survive.

Mrs. Georgia Rosenblum

DEATH of Mrs. Georgia Rosenblum, owner of WISR Butler, Pa., was revealed last week. Mrs. Rosenblum died in Chattanooga early this month, almost a year after her husband, David Rosenblum, passed away.

Lee Trenholm

LEE TRENHOLM, 52, past president of the Assn. of Canadian Advertisers, died Jan. 9 at Toronto as the result of a heart seizure. Born in Nyack, N. Y., he was, at the time of his death, public relations director of Abitibi Power & Paper Co. Ltd., and Provincial Paper Ltd., Toronto. He is survived by his wife, Irma, and one brother.

William P. Covert

WILLIAM P. COVERT, second vice president, International Alliance of Theatrical Stage Employes, died of a heart attack Wednesday in Toronto, Ont. He had been member of Local 173 there, chartered in 1910.

Immediate Delivery

IN STOCK AT ALLIED!

AUTHORIZED RCA DISTRIBUTOR

RCA-7C24 POWER TRIODE

We have the RCA-7C24 Power Triode in stock for *immediate* delivery. Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and trouble. **RCA-7C24, $159.50**

Refer to your ALLIED 212-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.

ALLIED RADIO
Broadcast Division
833 West Jackson Blvd., Chicago 7
Call: HAymarket 1-7019

ABC NAME SUIT

Network Hopeful Of Hearing Soon

ABC legal authorities were hopeful last week that a hearing may be held soon in the network's litigation with Evan F. Lovett over rights to the name "American Broadcasting Company."

The case has been in the U. S. District Court in San Francisco since Feb. 21, 1949, when the ABC network filed for an injunction to keep Mr. Lovett from using the name. Mr. Lovett came back later with a counterclaim seeking $250,000 from the network.

Mr. Lovett says he registered the name American Broadcasting Company in 1936 and has used it in connection with his "broadcasting and advertising business" for "nearly 20 years." He says his "principal place of business" is in San Francisco, Berkeley and Oakland.

ABC network, on the other hand, contends Mr. Lovett used the name only to a limited extent, and that it had no way of knowing about his use or alleged use of it at the time the network changed names.

Mr. Lovett moved to Hollywood from San Francisco several months ago and organized a number of promotions. In circulars and other promotional material he lists his organization as "American Broadcasting Co., Hollywood." Among his Hollywood promotions is an organization he calls U.S.A. Inc., for which he has filed articles of incorporation with the California authorities. In San Francisco he was a free lance advertising and promotion man and used a wide variety of names including The American Educational Fellowship Inc., United Sports Inc. and others.

Mr. Lovett meanwhile has been sending circulars to educators, broadcasters and presumably others with short questionnaires asking whether there should be "a clean-up" in radio, television and movies, and, if so, what form the respondents think it should take [CLOSED CIRCUIT, Jan. 7].

Questions posed in the questionnaires, which are accompanied by a report on Mr. Lovett's side of the dispue with ABC network, include the following:

Should there be a "clean-up" in radio, TV and movies?

If a long range, thoroughly constructive campaign is undertaken, will you help rally support for it?

We believe a long range program must deal with the script writers, producers, sponsors, stars and the entire industry. Do you agree?

What are the worst evils such as portrayals of crime, sex, brutality, risque insinuations, vulgarity, immorality of stars, frauds such as rigged giveaways and framed contests, etc. . . .

Criticism, censorship and elmination of a few offensive characters and their programs is not enough. What would you do? . . . ."

The questionnaire reports that "our plan and program will be mailed to all who fill out this form." Address given is "ABC., Box 2271, Hollywood 28, Calif."

SCHOLARSHIPS

Offered by KTUL-KFPW

TWO full-year scholarships to the U. of Tulsa are being offered by KTUL Tulsa and KFPW Fort Smith, Ark., as prizes in a contest designed to promote the university.

The contest is a feature of *TU in Review*, aired each Friday on the two stations, and is slated to close May 1. The scholarships will begin in September.

Each entrant must be a high school graduate of 21 years of age and able to pass a college entrance exam. Contestants are asked to complete the sentence: "I would like to attend TU because—" Entries will be weighed by judges from the two cities.

TU in Review is written and produced by Johnny Culwell of KTUL under direction of John Esau, vice president and general manager of KTUL and KFPW. Mr. Esau is a member of TU's board of advisors.

QUAD-CITIES
IOWA
SCOTT CO.
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
ROCK ISLAND CO.
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
82nd IN POPULATION among Sales Management's 162 Metropolitan County Areas.

•

If your radio campaign includes the first 100 markets according to Population—then over 234,000 Quad-Citians are among your targets.

WHBF enjoys the respect and good will of the Quad-City area—a progressive community which it has supported and served for over 25 years.

Les Johnson
V.P. and Manager

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

PROCESS LINE

FCC Told 'Too Slow'

THE FCC has been given another jab in the ribs from a broadcast station applicant who wants the Commission's processing lines speeded up.

The second formal request for reorganization or modification of the standard broadcast processing lines came from H. M. Griffith Jr. and C. V. Lundstedt, applicants for an AM station in Milford, Del. It followed a petition filed two months ago by Tri-County Broadcasting Co., Hawkinsville, Ga., for faster action in processing applications [B•T, Nov. 12, 1951].

Messrs. Griffith and Lundstedt, d/b as the Kent-Sussex Broadcasting Co., suggest that instead of working on cases involving changes in facilities, or on applications which seek a station in a city where there already is an abundance of stations, the FCC should first consider applications for new stations in communities with no local service.

Kent-Sussex said its application, filed last October, was 162 on the processing line. By January it was 145. "At this rate of progress," the petition says, "it will be a year and nine months from date of filing until the application gets off the line for staff processing and FCC action."

There are about 95 applications outstanding for stations in cities with no local service, the Kent-Sussex petition states.

Kent-Sussex is applying for 1320 kc with 500 w day. Its petition asserts that part of the reason for urgency in acting on its application is because of civil defense needs in Milford.

The earlier petition from Tri-County Broadcasting Co. said it would take two and a half years before its application got FCC staff attention.

FCC sources indicated that part of the slow-down on processing applications is due to a smaller staff. They say that in mid-1951, for example, there were 12 aural engineers, but now there are only three.

Mr. J. B. Blaugrund, Pres.
AMERICAN FURNITURE CO.
El Paso

KROD is a great furniture salesman

that's what Mr. Blaugrund, dean of southwestern furniture men and head of this region's largest furniture store, has to say about KROD. Our station has been selling furniture, appliances and housewares for this outstanding store since the day KROD went on the air. It can do a good sales job for YOUR product or service, too.

CBS RADIO NETWORK IN EL PASO
KROD
600 KC 5,000 WATTS

RODERICK BROADCASTING Corp.
DORRANCE D. RODERICK
President
VAL LAWRENCE
Vice-Pres. and Gen. Mgr.

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

Mr. Peel (with mike) presents first prize in "tallest snow man contest" to Miss Mary Heesacker, of nearby Kansas City, Ore., flanked by her brothers and sisters.

PHILCO LOAN

To Finance Defense Output

PHILCO CORP. has arranged a $40,000,000 three-year V-loan involving credit to finance increasing defense production for advanced electronic equipment and missiles for the Army, Navy and Air Force, it was announced by Dr. Courtnay Pitt, vice president of finance. Interest rate on the new credit was not disclosed.

This credit, which is guaranteed to the extent of 70% by the Navy Dept., is being extended by a nation-wide group of 18 leading banks headed by the Pennsylvania Company for Banking and Trusts. The company's production of military electronic equipment is rapidly increasing, and in the first quarter of 1952 should exceed the total for all of last year. Further increases are scheduled in succeeding months.

Vacuum Tube Report

VACUUM TUBE life and vacuum tube life experience are subjects discussed in two reports contained in *Bibliography of Technical Reports* published by office of technical services, U. S. Dept. of Commerce. Advances in electronics industry leading to longer life tubes, better amplifiers and electronic research tools also are described in report released Jan. 11.

KFGR CONTEST

Stunt Stirs Big Response

FREDDIE SCHMIDTKE, 12, son of Irving V. Schmidtke, owner of KFGR Forest Grove, Ore., conceived a "gimmick" which brought the station a surprising response.

KFGR was trying to promote the morning segment of its children's program, *Merrie Melodies.* A "tallest snow man" contest was announced the morning of the season's first snow. Winner was announced over the afternoon segment. Children listeners were reminded to listen to the morning ◀ segment to learn rules of future contests.

Robert Peel, KFGR promotion director, explained that this was the first of a series of one-day "gimmicks" to induce afternoon listeners to tune in to the morning segment also.

SET COST SURVEY

To Aid Regulation

PRICE stabilization officials currently are surveying the nation's manufacturers for cost data on radio-TV sets, warranties and other items with a view to setting tailored regulations for the industry.

The study is designed to sample industry prices, warranty practices and types of receivers (console, combination or table models). The survey is in the form of a questionnaire sent out to representative firms.

The Office of Price Stabilization hopes to evolve tailored orders for radio-TV set-makers by March 1. Manufacturers now are exempt from filing requirements of General Price Regulation 22 which became effective Dec. 19 [B•T, Dec. 31, 1951].

Many producers have announced new set lines and prices which will be taken into consideration when new regulations are promulgated [B•T, Jan. 14]. They are intended to meet with industry objections that regular price ceilings are not applicable to radio-TV receivers, which have been selling in many instances below established ceilings.

ARK-TEX OUTLETS

New Group Formed in Ar

TEXARKANA, Ark., will be hea quarters for a new radio broa casting group to be known as Th Ark-Tex Stations, it was announce last week.

Basic stations will be KCM AM-FM Texarkana; KAMD Ca den, Ark., and KWFC Hot Spring Ark.

Tex-Ark stations will serve n tional and regional advertisers well as local advertisers in Arka sas and northeast Texas.

Frank O. Myers is general ma ager of the group, with headqua ters at KCMC. A national sal representative will have offices New York, Chicago and Dalla officials said.

C. E. Palmer is president KCMC Inc.; W. E. Hussman president of Camden Radio In owner-operator of KAMD, KWF and KVMA Magnolia, Ark.

KCMC has pending with FCC a application for a television statio

SALT LAKE AD AWARDS

Top Entries to Be Filme

DETAILED showing in color fil of each prize-winning entry planned in the Salt Lake City Ad vertising Club's 1952 Performan Awards contest. The films will b available to other ad clubs.

Deadline for entries is Feb. 1 Annual awards banquet will b held April 2. Executives of th Cleveland Advertising Club wi judge entries. Purpose of makin the films available is that throug the exchange of information, is hoped "the highest professiona standards of advertising" will b encouraged.

Law Firm Names Six

CAHILL, Gordon, Zachry & Reindel, New York law firm representing RCA, has announced that Thurlow M. Gordon has become of counsel to the firm and that F. Arnol Daum, Paul H. Fox, Lawrence J McKay, Clifford L. Porter and Joh M. Richardson are now member of the firm.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

REGULAR WEEK DECEMBER 2-8, 1951
NIELSEN-RATING*

Current Rank	Programs	Rating Homes %
	EVENING, ONCE-A-WEEK (Average for All Programs)	(7.3)
1	Lux Radio Theatre (CBS)	17.6
2	Jack Benny (CBS)	14.6
3	Amos 'n' Andy (CBS)	14.1
4	Charlie McCarthy Show (CBS)	12.6
5	Walter Winchell (ABC)	11.7
6	Arthur Godfrey's Scouts (CBS)	11.7
7	Fibber McGee & Molly (NBC)	11.4
8	Bob Hawk (CBS)	10.6
9	Mr. District Attorney (ABC)	10.4
10	Big Story (NBC)	10.2
	EVENING, MULTI-WEEKLY (Average for All Programs)	(4.2)
1	Lone Ranger (ABC)	7.6
2	Beulah (CBS)	6.9
3	One Man's Family (NBC)	6.8
	WEEKDAY (Average for all Programs)	(4.6)
1	Romance of Helen Trent (CBS)	8.3
2	Our Gal, Sunday (CBS)	8.2
3	Arthur Godfrey (Liggett & Myers) (CBS)	8.1
4	Pepper Young's Family (NBC)	7.5
5	Right to Happiness (NBC)	7.0
6	Arthur Godfrey (Nabisco) (CBS)	6.9
7	Road of Life (NBC)	6.8
8	Ma Perkins (CBS)	6.8
9	Aunt Jenny (CBS)	6.8
10	Big Sister (CBS)	6.8
	DAY, SUNDAY (Average for All Programs)	(2.9)
1	True Detective Mysteries (MBS)	8.5
2	Shadow, The (MBS)	6.5
3	Martin Kane, Private Eye (NBC)	5.0
	DAY, SATURDAY (Average for All Programs)	(3.9)
1	Grand Central Station (CBS)	7.2
2	Theatre of Today (CBS)	6.2
3	It Happens Every Day (CBS)	5.8

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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NABET Petitions Two

NATIONAL Assn. of Broadcast Engineers and Technicians, following National Labor Relations Board hearing in Portland, Ore., in mid-January, has filed petitions of certification as collective bargaining representatives for about 22 engineers and technicians at KGW (NBC) and KWJJ (independent) there, currently represented by IBEW. NABET recently won an NLRB election at KEX, ABC affiliate, where approximately 13 engineers and technicians were involved [B•T, Dec. 17]. Similar election for engineers and technicians of KELS Kelso, Wash., is scheduled for late this month.

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME

KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME

KGW	367,370
Station B	350,820
Station C	307,970
Station D	295,440

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

PRESENT at completion of negotiations to bring NBC programs to WMAY Springfield, Ill., Feb. 1 are Gordon Sherman, (seated) WMAY president-general manager; standing (l to r) Robert Weiner, WMAY public affairs director; Syl Binkin, WMAY program director, and Melvin Feldman, WMAY chief engineer.

KIRO LOCATION

Plans Move to New Bldg.

KIRO Seattle has purchased a building at 1530 Queen Anne Ave. and will move studios and offices there after the former owner, Federal Old Line Life Insurance Co., vacates not later than Feb. 15.

The new location affords 12,000 sq. ft. of space, more than double KIRO's present facilities in the Cobb Bldg. The former insurance building, north and west of the center of town, was built in 1927 for the Queen Anne Community Club. In addition to office space and meeting rooms, it contains an auditorium seating 1,000.

Some remodeling of the interior will be necessary to convert the building for broadcasting use. Present plans call for the lower floor to be used for AM studios and offices, with additional offices, the auditorium and eventually television facilities slated for the upper floor.

If KIRO receives a construction permit for TV, a spokesman indicated, the station may put a transmitter in the building and the tower alongside. Another location also is being considered for the transmitter, and if selected, KIRO would microwave its programs from the Queen Anne site to the transmitter.

RRN SIGNINGS

Involve Nearly $50,000

RURAL Radio Network last week announced signings to 26-week contracts of the General Electric Co., and the Assn. Railroads of New York State. Nearly $50,000 of FM radio time is reported involved.

Donald K. deNeuf, general manager of the 13-station FM network, said the new contracts mark the second full year of advertising over RRN by the railroad association and the first full year by GE. RRN, now in its third year of operation, has headquarters in Ithaca, N. Y. It covers nearly all of New York and a part of northern Pennsylvania.

IBA Meeting Set

ILLINOIS Broadcasters Assn. will elect new officers at the annual spring meeting in Springfield Feb. 22. The day-long session will be conducted at the Leland Hotel. Ray Livesay, president of WLBH AM-FM Mattoon, is retiring president.

Faust Post

DUDLEY FAUST has been appointed eastern sales manager of the CBS Radio Network, not western sales manager as incorrectly reported last week [B•T, Jan. 14].

AAAA AID PLAN

Helps Small Agencies

FIRST public announcement of a plan to aid the smaller agency to function more soundly was made last week by Frederic R. Gamble, president, American Assn. of Advertising Agencies, at a meeting of the League of Advertising Agencies, New York.

More than 80 advertising agencies are receiving such assistance, Mr. Gamble said.

Under the plan, a bona fide advertising agency may file application for AAAA membership even though it does not at the time meet all the association's qualifications for membership.

These qualifications, explained Mr. Gamble, have to do with length of time in business, media recommendations or recognition, experience, ability and scope of agency service. Without payment of dues or fees, the agency receives certain materials designed to guide it toward sound practices.

Mr. Gamble emphasized that 53% of AAAA members—141 of the 262 agencies—have annual billings below $1 million. Of the 141 smaller agencies, 23 (16%) are in New York.

ROBERT YOUNG, star of NBC radio's *Father Knows Best*, awarded National Safety Council's Award of Merit for highway safety campaign which urged signing of "Man-to-Man" and "Dad-to-Daughter" agreements.

What a Buy!

N
A B C
C

PROGRAMS

For "Minutes" & Chain Breaks

IN

YOUNGSTOWN, O.

5000

WATTS

Serving America's 34th Market

WFMJ

REPRESENTATIVES
Headley-Reed Co.

POLITICAL ADS

Tax Deductions Cited

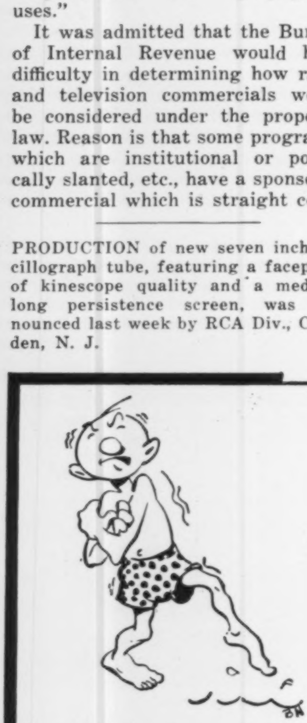
POLITICAL advertising as an income tax deduction would be taboo under a bill that has been introduced in the House.

Rep. Robert L. Ramsay (D-W. Va.) is author of the bill (HR 5888), which was referred to the House Ways & Means Committee. The measure would amend the U. S. Code (Title 18).

Rep. Ramsay's bill would make it unlawful for a firm to deduct from gross income expenditures for advertising which refers to political parties, to candidates for public office, to a political theory or to a political issue, to a political campaign and for promotion of goodwill or with intent to defeat legislation, for lobbying and for "exploitation" for "propaganda uses."

It was admitted that the Bureau of Internal Revenue would have difficulty in determining how radio and television commercials would be considered under the proposed law. Reason is that some programs, which are institutional or politically slanted, etc., have a sponsored commercial which is straight copy.

PRODUCTION of new seven inch oscillograph tube, featuring a faceplate of kinescope quality and a medium long persistence screen, was announced last week by RCA Div., Camden, N. J.


The Water's Fine! (really)

A quick dip into the North Dakota pool of buying power will convince you that KFYR in this agriculturally wealthy state pays handsome dividends per advertising dollar. Ask John Blair for KFYR facts and figures.

KFYR
BISMARCK, N. DAK.
5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

Agency Beat

(Continued from page 11)

of Food Distribution, to Long Adv. Service, S. F., as merchandising director.

LEWIS P. NACHOD, Ben Sackheim Inc., N. Y., to Gray & Rogers, Phila., in the public relations department.

BEN SACKHEIM Inc., N. Y., elected to membership in American Assn. of Advertising Agencies.

ALBERT W. SHERER, vice president of McCann-Erickson, Chicago, elected director of Encyclopaedia Britannica and its film subsidiary.

STEWART L. FRITCHE, European manager, Geo. W. Luft Co., N. Y., to Robert Otto & Co., N. Y., as assistant to the president.

RICHARD SPLITTORF, U. S. Marine Corps, rejoins Sawyer Ferguson-Walker, S. F. He succeeds **RICHARD SMILEY**, who transfers to firm's New York office.

JOHN F. W. McCLURE, merchandising manager, Pepsodent Division, Lever Bros. Co., N. Y., to McCann-Erickson, N. Y., as senior account executive.

TERRI MANN, Compton Adv., N. Y., married to **LEO RICHARD CONNELLAN**, freelance writer, on Jan. 12.

GERALD M. FELD named account executive at Paul Lynn Heller Adv., Washington.

ABBOTT KIMBALL Co., N. Y., announces appointment of **WESTON HILL** as vice president and creative director; **LAWRENCE D. REEDY**, administrative vice president, secretary and member of the board of directors, and **GLADYS CHURCH**, vice president in charge of fashion.

HARRY L. MERRICK, vice president of Kal, Ehrlich & Merrick Adv., Washington, elected "Man of the Year" by Washington Board of Trade's Membership Committee.

ROBERT OTTO & Co., N. Y., has applied to Canadian Assn. of Broadcasters for recognition as an advertising agency.

MARVIN L. GRANT, radio-TV director and account executive, Mann-Ellis Inc., N. Y., appointed vice president.

ABC DAY DRAMAS

Newspaper Ads Set

A THREE-WEEK newspaper saturation campaign to promote its daytime drama, traditionally a difficult program type to promote, is being launched by ABC Radio today (Monday) with 10 advertisements a day scheduled in each of six newspapers, Monday through Friday, for the three-week period.

The ads will simulate headlines and will relate directly to the script of the program involved, advertising and promotion manager Mitchell De Groot explained last week. Beneath each headline, in newspaper story style, a few lines will explain the headline and call attention to the program, station frequency, and time.

At the same time, Mr. De Groot said, on-the-air promotion will be conducted with the newspaper ads adapted for use as spot announcements.

The campaign, estimated at $25,000 in space costs, will use the *Daily Mirror* and *Journal-American* in New York and one paper in each of the other cities where ABC owns radio stations—Chicago, Los Angeles, Detroit and San Francisco.

Nine of the 10 advertisements in each paper on a given day will relate to a single ABC radio daytime drama. The tenth ad in each paper, appearing on the radio page, will also list the other ABC dramas.

WRFD 'Teaser' Chicks

TEASER promotion sent last Wednesday to the national trade press and Columbus, Ohio, radio editors by WRFD Worthington, Ohio, consisted of corsage box tied with big red bow and containing 25 live baby chickens. Accompanying broadside proclaimed: "Even greater things are hatching at WRFD (We'll keep you informed)." On Thursday, announcement was received concerning March opening of WRFD's new studios and 260-acre radio farm at Worthington. WRFD is licensed to Peoples Broadcasting Corp. and is assigned 5 kw daytime on 880 kc.

Diamond Bros. Signed

DIAMOND BROS.—Charley, Sid and George—have been signed to a recording contract by RCA Victor after the trio won an NBC "Talent Search, Country Style," it was announced last week. The trio for 15 years have been broadcasting over WFBG Altoona, Pa. They are under the personal management of John M. Snyder, WFBG managing director.

FIELD BUREAU

Recommended for FCC

ESTABLISHMENT of a Field Bureau in the FCC has been recommended by McKinsey & Co., management consultants. Commissio has accepted the recommendations and has ordered that the reorganization be accomplished by Feb. 1

Also recommended and adopte by the FCC were the establishmen of a field office in Washingto D. C., and the abolition of the Lo Angeles legal office.

New bureau, fifth to be organized since the middle of last yea will comprise the present Fiel Engineering & Monitoring Division, Antenna Survey and Commercial Operator branches and th Conelrad project, all at presen under the jurisdiction of Chie Engineer Edward W. Allen Jr.

Field Engineering & Monitoring consists of 23 districts in nin regions throughout the U. S. an its possessions. In addition it operates eleven primary and seven secondary monitoring stations. Chie of the present division is Georg Turner. Comr. George E. Sterlin was Mr. Turner's predecessor whe the Commissioner was an FC staff employe.

Functions of Branch

The Antenna Survey Branc checks all broadcast and other station applications to see that thei antenna heights and sites jibe wit joint FCC-Civil Aeronautics Authority criteria to prevent air navigation hazards. The Conelra project is the FCC-Air Force program for radio transmission deception in the event of air attacks through the use of changing frequencies and intermittent operation of individual stations.

Already in operation are the following bureaus: Broadcast, Safety & Special Radio Services, Commo Carrier and Secretary.

Attorney in charge of the FCC's Los Angeles law office is Josep Brenner, formerly a hearing examiner.

McCormick Accident

GLENN McCORMICK, owner o KSLM Salem and KORE Eugen Ore., was hospitalized in Indi Calif., following a Jan. 10 aut mobile accident in which his c was demolished. Mr. McCormi suffered a broken pelvis and oth serious injuries.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to
Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

VOA OPERATION Semi-Detached From State Dept.

CREATION of a semi-independent International Information Administration to operate the Voice of America and appointment of Dr. Wilson Compton, former industry executive, as administrator were formally announced by the State Dept. last Friday [CLOSED CIRCUIT, Jan. 14].

Dr. Compton will take over operational functions for the entire international information program, including radio broadcasting, releasing Edward W. Barrett, Assistant Secretary of State for Public Affairs, from those duties. Mr. Barrett also is expected to announce his resignation from the secretariat position within the next week.

In assuming the post of administrator, Dr. Compton takes over the duties of the Public Affairs Secretary. He also absorbs functions of Thurman L. Barnard, vice president on leave from Compton Adv., who had held the post of general manager of the program on an acting basis. The general managership has been abolished.

Higher Status for Program

The establishment of the IIA is intended to elevate the international information program to a higher status and place the operating functions directly under the Secretary of State. Dr. Compton will report directly to Secretary Dean Acheson.

Its creation is designed to meet, at least half-way, Congressional and other suggestions that the Voice of America and other media programs be reorganized.

Mr. Barrett said the new setup will give IIA the status of a semi-independent agency. The International Broadcasting Division remains intact under the IIA.

The plan was developed by Messrs. Barrett and Barnard and recommended to Mr. Acheson after considerable study. It was deemed unwise, Mr. Barrett said, to realign the information organization as a completely independent agency or even to confer upon its top officers cabinet rank, as had been suggested in some quarters.

Mr. Barrett said also that he had conferred with some members of Congress on the plan and that they had indicated their approval. At least one—Sen. William Benton (D-Conn.)—has suggested that the Congress consider various modes of organization, including separation from the State Dept., with a view to strengthening the Voice of America. Another—Sen. Joseph McCarthy (R-Wis.)—had proposed divorcement of VOA from State, but for different reasons. And George C. Marshall, former Secretary of Defense, had acknowledged that separation might be a "good thing."

The reorganization plan was initially explored during Voice hearings on Capitol Hill in July 1950 [B•T, July 10, 1950].

While the plan does not go this far, it does support substantially the best judgment of Messrs. Barrett and Barnard, as well as the U. S. Advisory Commission on Information.

"The plan is designed to provide greater operational flexibility while maintaining close ties between the foreign information and educational exchange program abroad and foreign policy as a whole," the State Dept. explained. Falling under it are motion pictures, library offices and publications as well as radio broadcasting.

The reorganization is intended "to preserve completely the essential connections between the operating information program and those areas of the department which provide intelligence and foreign policy guidance," it was explained. IIA will work closely with intelligence and communications branches.

Policy Decisions

The Public Affairs Secretary will concentrate hereafter on policy decisions, without any operational responsibilities. The Secretary of State will have "undivided responsibility and a clear line of authority" over the program, assuring consonance with U. S. foreign policy.

In commenting on the reorganization, Mr. Barrett noted the importance of radio broadcasting in the "tremendous scope" of the U. S. information program. The plan requires the "best skill" the State Dept. can obtain, he stated. The increase in programming, he added, has made it apparent that radio alone now accounts for one-fourth of information operation.

Guessing for Successor

Current guessing game is who shall replace Mr. Barrett when he resigns. The appointment will come from the White House. Howland H. Sargeant, deputy assistant to Mr. Barrett, has been mentioned as a possible successor. [CLOSED CIRCUIT, Jan. 14]. Mr. Barrett is expected to take a much-needed rest, following almost two years in the public affairs post, and has not announced his future plans. He formerly was editorial director for *Newsweek* magazine.

Nor are Mr. Barnard's later plans indicated at present. The advertising executive is now undertaking certain overseas inspection tours, beginning in the Far East. He has been on leave from Compton Adv. since last spring.

Dr. Compton, who has served as a member of the U. S. Advisory Commission on Information, will operate from Washington, with full authority to operate the information and educational exchange program. That includes operating the shortwave VOA now beaming programs in 46 languages to peoples abroad.

Dr. Compton served as president of Washington State College from 1944 to 1951 and has had a varied career as business administrator, government official and lawyer. He also has been active on U. S. international missions, including UN activities. Dr. Compton was a member of the first economic staff of the Federal Trade Commission. He is the brother of Dr. Karl T. Compton, noted scientist, and of Dr. Arthur H. Compton, Nobel prize winner and former chairman of the U. S. National Commission on UNESCO.

KCBQ-AFRA AGREE

Settle Labor Differences

UNFAIR labor practices charge filed by AFRA with NLRB against Charles E. Salik, owner-manager, KCBQ San Diego in early November [B•T, Dec. 3, Nov. 17, 12, 1951] has been withdrawn in accordance with terms of amiable settlement of all points in dispute.

Under new contract signed, salaries of five staff announcers of KCBQ were increased by $5 per week, retroactive to Oct. 1, 1950. Talent fees were also re-instated to the announcer involved in the dispute, and program director Grady Edney, at insistence of AFRA, was removed from those programs on which he had appeared.

AFRA agreed to waive Mr. Edney's membership requirement in the union for his limited announcing work such as introducing public officials on public service programs.

Watch Budgets

(Continued from page 27)

(Monday, Thursday and Friday).

The firm, which last year sponsored special event shows such as the General MacArthur reception in New York and a special Thanksgiving Day show in television, expects to use television in a similar manner in the coming year. Some spot activity is also being considered. Victor Bennett Agency, New York, handles the account.

KSMO Changes to KEAR

KSMO San Mateo, Calif., has received FCC approval to change its call letters to KEAR, Station Owner S. A. Cisler Jr. disclosed last week. "Change was made to avoid confusion with phonetically similar call letters in the area," said Mr. Cisler. "Also for promotion purposes—KEAR had EAR appeal in keeping with our policy of good music programming," he added. Extensive promotion announcing the change is planned.

AGRICULTURE

We've been programmed for the farmer for 25 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice *of* Kansas *in* TOPEKA

Miss Eleanor Scanlan
Batten, Barton, Durstine, and Osborne
New York City

Dear Ellie:

Here's sumpthin' that'll open yer eyes on how good a market th' hometown uv ole WCHS is! Yessir, Charleston, West Virginny, has allus bin good, but hits rate uv growth th' las' ten years is reely tremenjus! In 1940 folks 'round here wrote checks fer 636 milyun dollars — an' that warn't hay! But ten years later they wrote one bilyun, 647 milyun dollars worth uv checks! Thet's more'n two an' a half times whut they did in 1940! Now, Ellie, thet jest means one thin'! Hit means thet folks 'round here is makin' an' spendin' a pile uv dough, an' thet means hit'll shore pay ter advertize in Charleston!

IN
CHARLESTON
WEST VIRGINIA
ONE WILL GET YOU MORE THAN ALL THE OTHER FOUR
WCHS

An' 'member, Ellie! WCHS not oney gives yuh more uv these well-off lissen-ers then all th' other four stations in town put tergether, but hit's West Virginny's Greatest Advertizin' Medium!

Yrs.

Algy

WCHS
Charleston, W. Va.

MICROWAVE INC.

UPT Buys 50% Interest

PLANS for the acquisition by United Paramount Theatres Inc. of 50% of the common stock of Microwave Assoc. Inc., Boston engineering research and manufacturing company, were reported last week.

The disclosure was made in an announcement of expansion plans for the Boston company. The expansion program, to be financed from proceeds of the stock sale to UPT, includes operations in research, development and manufacture of microwave tubes, components and systems. Microwave, formed in August 1950, has been awarded a Signal Corps industrial mobilization contract for manufacture of a pilot run of magnetrons.

United Paramount Theatres, headed by Leonard H. Goldenson, is in process of merger with ABC, subject to FCC approval.

Dana W. Atchley Jr., UPT coordinator of technical research, is slated to become president of the enlarged Microwave. Other directors will include Vessarios Chigas, vice president and general manager; Richard M. Walker, vice president and treasurer, and Louis W. Roberts, vice persident and research director, all from Microwave; and Mr. Goldenson, Robert H. O'Brien, Simon B. Siegel and Jason Rabinovitz from UPT.

Microwave was described as "built around a group of experienced engineers who are well known as designers and manufacturers of germanium and silicon diodes, magnetrons and other microwave devices and vacuum tubes."

Aims of the expanded company were listed as:

"1. To assist the U. S. Government by developing and manufacturing electronic devices urgently needed in the rearmament program;

"2. To add to the body of basic scientific knowledge, especially the microwave field;

"3. To establish and market a commercial line of microwave components, equipment and systems;

"4. To develop and market semiconductors, such as standard germanium and silicon diodes, N-P-N transistors and special crystals for use in the UHF television frequencies;

"5. To investigate and produce improved pickup tubes for television cameras, components for microwave links, etc."

In Canada
more people listen* to
CFRB
Toronto
regularly than to
any other station

*THE 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 night time—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

CFRB

Representatives:
United States—Adam J. Young Jr. Incorporated
Canada—All-Canada Radio Facilities Limited

CANADIAN MUSIC RIGHTS

Appeal Board Hears CAPAC

CANADA'S COPYRIGHT Appeal Board will resume its sittings at Ottawa today (Monday) to hear the case of CAPAC (Composers, Authors, Publishers Association of Canada) for 1952 fees from broadcasting stations based on station gross revenue. It is anticipated that the hearings will close by Jan. 25, with Canadian Assn. of Broadcasters presenting its case for continuance of the present system of a set fee per licensed receiving set.

CAPAC, which is Canada's ASCAP, has sent bills to Canadian stations for January based on the 1951 rate of fees subject to an increase depending on the Copyright Appeal Board decision. Canadian broadcasters hope to know by the end of January what the board's ruling will be, are prepared to pay a higher fee than the present one of 7 cents per licensed receiving set in their coverage area, but do not want a fee based on gross revenue. Should fee be on the revenue basis, many Canadian stations are expected to only use BMI tunes next year.

Atlass Plea Denied

PETITION of Atlass Amusement Co. to intervene in the license renewal hearing of WKOW Madison [B•T, Jan. 14, 1952, Dec. 31, Nov. 12, 1951] has been denied by the FCC. Hearing before FCC Hearing Examiner James D. Cunningham starts Jan. 28 in Madison. At issue is the management contract of the station with Atlass Amusement Co., which is headed by H. Leslie Atlass Jr., son of the CBS Central Division vice president.

KBOX in Modesto

KBOX Modesto, Calif., was incorrectly identified as being in Reno, Nev., last week [B•T, Jan. 14]. The KBOX call letters were reassigned from Reno during 1951.

JOE CAVANAUGH, sports director and personality, WARD-AM-FM Johnstown, Pa., has been doubly honored. Mr. Cavanaugh was chosen by the Johnstown Junior Chamber of Commerce as Johnstown's most outstanding young man of 1951. In addition he was selected by the Pennsylvania "Jaycee" as one of three Pennsylvanians to receive a Distinguished Service Award.

GEORGIA RADIO-TV MEET

Christian Named Chairman

L. H. CHRISTIAN of WRFC Athens, Ga., has been named chairman of the 1952 Georgia Radio and Television Institute to be held this spring at the Henry W. Grady School of Journalism, U. of Georgia. Institute will be jointly sponsored by the Georgia Assn. of Broadcasters and the Grady School.

Others named to the committee include Ed Kobak Jr., WTWA Thomson, Ga.; A. D. (Jess) Willard Jr., WGAC Augusta; John W. Jacobs Jr., WDUN Gainesville; R. W. Rounsaville, WQXI Atlanta, and Frank Crowther, WMAZ Macon. First meeting of the new group will assemble Jan. 25 in Atlanta.

DALLAS TELESIGN

Flashes WFAA Bulletins

FIRST National Bank in Dallas has begun operation of a Telesign which electrically flashes 30-inch high news bulletins at a corner of one of downtown Dallas' busiest intersections. Bulletins are supplied by WFAA Dallas.

In length, the sign is claimed to be second only to that of *The New York Times*. Telesign was invented by Irving Naxon, president of the Naxon Telesign Corp., Chicago.

A paper tape is perforated on a typewriter keyboard machine in the WFAA newsroom. These perforated messages are then sent to the bank's control room for the Telesign. The tape is fed into a machine which produces electrical impulses which control more than 3,000 bulbs that flash the bulletins.

WESTINGHOUSE

Holds Set Sales Meeting

NEW MERCHANDISING program, based on the conviction that there will be as many TV receivers and radios as there are customers for at least the first half of 1952 was announced to Westinghouse TV-radio distributors at meetings held simultaneously Monday i New York, Chicago and Philadelphia.

Ten new receivers, designed fo UHF and long range reception i fringe areas, were introduced t New York distributors by R H. McMann, metropolitan distric manager, and Jerry Hoag, distric sales representative, in the first o 14 more distributor meetings to b held this month.

Advising that a saturate market, first encountered by th video industry in 1951, was nothing to be alarmed about, Mr McMann said that 1952 woul "open with two distinct market and close with possibly three."

First market consists mostly o farming areas and small towns a far as 100 miles away from a transmitter, an area opened by the increased power of TV transmitter and improved receiver designs. Th second market, he said, is the approximately 12 million familie without TV receivers living withi the present range of video station "The third market," the distric manager said, "will materialize i the FCC freeze is lifted and th new standard and ultra high frequency stations start beaming programs to the approximately 40% of American families now withou TV service."

Westinghouse promotion campaigns include sponsorship on CBS Radio and Television Networks o Presidential campaign, the *Studi One* TV program and the new Westinghouse Tele-Theatre—a te TV display to promote sales a summer amusement areas. Television-radio division also plans sale training programs, its large newspaper campaign and nation magazine advertising.

Chappell Report

FIRST two parts of the "Compar sons of Ratings" study made Dr. Matthew N. Chappell for C. Hooper Inc. [B•T, Dec. 17, 195 have been published as a 48-pa booklet by the Hooper organi tion. Copies have been sent to sta tion, network, agency and adve tiser subscribers to the Hoop services and are available to othe on request. Volume covers co parisons of U. S. Hooperatin with meter measurements and the telephone coincidental with roster methods. A second volu will include Dr. Chappell's c parisons of duplex coincidental ratings with roster and of du coincidental ratings with diary ings as well as a validation of accuracy of the duplex coincide system.

A WEEK of requests for old Christmas cards to amuse Cleveland's hospitalized children didn't go unnoticed according to Tom Armstrong, m-c. of *Polka Party* on WGAR Cleveland. More than 200,000 greetings, some dating back to 1906, were gathered at 11 locations throughout the city.

* * *

AIRS STRIKE FACTS

DURING strike of Prudential Insurance Co. agents in Manchester, N. H., WKBR same city demonstrated radio's ability to handle the subject of labor-management relations. Tape recordings of on-the-spot interviews with striking and non-striking agents were aired by the station to better acquaint listeners with both sides of the question.

* * *

KTTV 'MILK-A-THON'

MORE than $80,000 was realized from 24-hour "Saints and Sinners Milk Fund Marathon" on KTTV (TV) Hollywood, Jan. 12. Station time and talent of radio, TV, stage, and screen personalities were donated to raising money which will be used to buy daily milk for under-privileged Los Angeles county school children. "Milk-a-Thon" will become annual event.

* * *

WEEKLY INTERVIEW

WRGB (TV) Schenectady has begun new series of weekly interviews, *New Yorkers at Work.* The interview, a portion of Bob Stone's *Rollin' With Stone* broadcast, features businessmen and women in the Capital district who will remind viewers that business is built by individuals to serve the public. Comm. Harold Keller of the New York State Department of Commerce, was the first guest.

* * *

CIVIL DEFENSE DRAMA

CIVIL DEFENSE message is dramatized over CKNW New Westminster, B. C., in *Meet the Romneys*, series of programs presented each Wednesday 8:15-8:30 p.m. The shows, sponsored by New Westminster Civil Defense Committee and produced by Hal Davis of station's staff, depict an average family as it is affected by the civil defense program.

programs promotion premiums

SAFETY SERIES

ON JAN. 13, NBC-TV network presented *Green Cross Song Festival*, the first in a series of 13 telecasts. The show, produced in cooperation with the National Safety Council, presents concerts by regional choirs in 13 cities and talks by public officials and safety leaders. Initial program featured the Fisk Choir and Jubilee Singers, Nashville, Tenn.

* * *

CHILDREN'S PROBLEMS

A WEEKLY half-hour program, *Junior Jury*, on CKRM Regina, Sask., features children in an unrehearsed discussion of the everyday problems of children and their parents. Program is put on jointly by the Indian Head Home and School Club and the Canadian Mental Health Assn. It is produced by Fred Laight, program director of CKRM. Children for the show, picked from public school classes each week, are given a special crest to wear.

* * *

JOBS AND WORKERS

SERIES of programs designed to focus public attention on unemployment in the Detroit area was begun Jan. 15 at WJR Detroit. *Jobs and Men Wanted* is presented each Tuesday evening in cooperation with the Michigan Employment Security Commission. Format is an interview with three job applicants from different fields. Moderator is Ron Gamble, WJR special events director.

* * *

BRIGHT TIE BOYS

KGO-TV San Francisco promotes return of Hopalong Cassidy to KGO-TV screen by sending Bay Area radio columnists brightly colored neckties bearing picture of "Hoppy" and the time, station and channel. Columnists are invited to appear as guests on KGO-TV interview programs, wearing the flashy neckwear.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HJMC

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, *General Manager*

KITCHEN KAPERS

QUIZ SHOW, *Kitchen Kapers*, on WIP Philadelphia, will move out of the studio in early February and originate from meetings of P.T.A.'s, church organizations and civic groups in communities in Philadelphia and nearby New Jersey. The entire production will appear in a different community each week to tape record three of its regular broadcasts before the group sponsoring the show.

* * *

SHOW IN SIXTH YEAR

WPTZ (TV) Philadelphia announces renewal of Gimble Brothers Dept. Store's *The Gimble Handy Man*, claimed television's oldest, most continuously sponsored program. The telecast will continue to be seen 7:15-7:30 p.m. Friday. Renewal of the show, which demonstrates quick and easy ways to repair household articles, takes Gimble's into its sixth consecutive year of televising on WPTZ.

* * *

WNBW PLAYS HOST

WNBW (TV) Washington will play host to the NBC-TV network show, *Kukla, Fran and Ollie*, during the coming week. The daily telecast, originating from Washington, will culminate with a guest appearance for the troupe at the National Press Club's annual Father-Daughter dinner on Jan. 26.

* * *

LEGISLATURE SHOWS

WMBG Richmond will give daily coverage for the next two months to the 1952 Virginia Legislature activities. Programs will deal with important happenings in both the Senate and the House of Delegates. The broadcasts will be fed to other stations wishing to carry the series.

* * *

RETAIL PROMOTION

WNBQ (TV) Chicago mails "TV News Revue," a four page tabloid merchandising bulletin, each month to 3,500 grocers, druggists and other retailers in the market area offering merchandise assistance to clients. Paper is edited by Otto Bremers Jr., member of station's advertising and promotion department.

* * *

RADIO TIME CHART

KLRA Little Rock, Ark., has evolved a plan to aid timebuyers in computing contract time segments easily. The station has devised a radio-TV time chart built on the slide-rule principle covering a time period through June 1953.

* * *

LATIN RECORD PROGRAM

KFI Hollywood, *Casa Latina*, new Saturday 7:30-8:30 a.m. Latin-American record program, features Hank Hernandez as m.c.

JUKE BOX PROMOTION

WASHINGTON Music Guild, an association of juke box and coin operators, is cooperating with WOL Washington in promoting the station's night time disc jockey, Milt Grant. Stickers identifying the show, time and station are displayed on record playing machines throughout the city. Mr. Grant primarily plays current juke box favorites.

* * *

SNOW PROTECTION

WCSS Amsterdam, N. Y., is on the lookout for snowy days. Windshield protection cards of waterproof cardboard have been put out by the station boosting WCSS as well as safe driving. Cards are distributed in the downtown area whenever bad weather threatens.

* * *

BUSINESS AND COMMUNITY

KPIX (TV) San Francisco, *Partners in Progress*, Tues. 1-1:30 p.m. New public service program produced jointly by station and Bay Area Public Schools Television Council debuts tomorrow (Jan. 22). Dr. Hiram J. McLendon, assistant coordinator of TV Council, moderates panel of students and industrial leaders in discussion of the role of industry in community life. Discussions are designed to show the contributions of business, industry and commerce to the community, the relationship between business and education and the opportunity awaiting students in various industrial and business lines.

LANG-WORTH
FEATURE PROGRAMS
SELL
AUTOMOBILES!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Quality Programs at Local Station Cost

Nov. Network Gross

(Continued from page 28)

vember as in October [B•T, Dec. 24, 1951].

Similar consistency is shown in Table II, listing the top advertiser in each of 24 product groups of radio network advertising, which shows 20 of the 24 leaders unchanged from the October list.

The top five classes of radio network advertisers and their rank order are also unchanged from October to November: Foods, toiletries, tobaccos, drugs and remedies, soaps and cleansers. Table III analyzes the expenditures of the various types of radio network advertiser for November and January-November with 1951 compared to 1950. All PIB radio network figures include time purchased from ABC, CBS, MBS and NBC; do not include Liberty Broadcasting System advertising.

TABLE III

GROSS RADIO NETWORK TIME SALES FOR NOV. AND JAN.-NOV. 1951
COMPARED TO SAME PERIOD 1950

Product Group	November 1951	Jan-Nov. 1951	November 1950	Jan-Nov. 1950
Agriculture & Farming	$ 55,277	$ 595,679	$ 58,677	$ 899,380
Apparel, Footwear & Access.	23,405	566,398	183,246	1,362,147
Automotive, Auto. Access. & Equip.	338,728	3,828,831	356,709	4,612,085
Beer & Wine	171,964	3,010,391	313,201	2,478,375
Bldg. Materials, Equip. & Fixtures	112,935	1,284,512	106,042	1,209,288
Confectionery & Soft Drinks	546,880	5,656,382	375,484	5,738,509
Consumer Services	171,911	2,481,240	151,433	1,731,538
Drugs & Remedies	1,774,595	20,406,324	2,215,702	22,483,872
Entertainment & Amusements	———	5,723	———	5,619
Food & Food Products	3,579,621	39,004,213	3,870,536	41,030,187
Gasoline, Lubricants & Other Fuels	444,972	5,209,795	545,098	4,945,428
Horticulture	———	96,451	———	105,696
Household Equipment & Supplies	387,341	2,860,343	196,788	2,870,299
Household Furnishings	94,513	899,603	53,032	467,753
Industrial Materials	200,605	1,928,625	174,678	1,944
Insurance	298,209	2,975,242	226,802	2,601,7
Jewelry, Optical Goods & Cameras	91,380	1,056,143	179,271	1,416
Office Equip., Stationery & Writing Supplies	80,787	599,295	88,665	1,211
Political	———	———	133,652	281
Publishing & Media	47,064	343,530	19,304	645
Radios, TV Sets, etc.	169,846	2,525,884	236,328	1,062
Retail Stores & Direct By Mail	948	30,182	8,924	37
Smoking Materials	1,840,620	18,815,875	1,781,026	20,691
Soaps, Cleansers & Polishes	1,545,671	16,516,700	1,859,601	18,868
Sporting Goods & Toys	———	———	———	29
Toiletries & Toilet Goods	1,924,292	23,761,911	2,254,614	23,510
Transportation, Hotels & Resorts	102,753	1,134,909	67,660	802
Miscellaneous	372,834	4,505,365	449,823	4,753
Total	$14,377,151	$160,099,546	$15,906,296	$167,797

Source: Publishers Information Bureau.

BAB UNITS MEET

Advisors Set Plans

BAB's new Research and Promotion Advisory Committees held their first sessions last week to review their respective functions and consider future operations. Each group also heard BAB Board Chairman Edgar Kobak outline the bureau's organizational structure.

Present for the Research Committee meeting, under Robert E. Dunville of WLW Cincinnati, were George Higgings, KMBC Kansas City; Walter Scott, NBC; Ernest Lee Jahncke Jr., ABC; Hugh Potter, WOMI Owensboro, Ky.; Eugene Katz, Katz Agency; Martin Campbell, WFAA Dallas; Stanley Breyer, KJBS San Francisco.

Participants in the Promotion Committee meetings, under Donald W. Thornburgh of WCAU Philadelphia, were George Bristol as alternate for Louis Hausman of CBS Radio; Robert Schmid, Mutual; Simon Goldman, WJTN Jamestown, N. Y.; Arden Pangborn, WOAI San Antonio; William McGuineas, WGN Chicago; William McGrath, WHDH Boston.

BAB was represented by Mr. Kobak, President William B. Ryan, Vice President Kevin B. Sweeney and Local Promotion Director Jack Hardesty.

DURING its annual meeting in Chicago, National Council of Farm Cooperatives selected *Over the Line Fence*, heard daily over WRFD Worthington, Ohio, as finest farm service program in the nation. Certificate was awarded to Bob Miller, WRDF's farm service and program director.

KLIX
IS KLICKIN'

NBC RADIO

Merchandising Units Underway Feb. 15

NATION-WIDE field offices of the new NBC Radio Merchandising Dept. will be functioning by Feb. 15, the network announced in newspaper advertisements last week.

The department is under the direction of Fred N. Dodge, who, meanwhile, announced that Gordon Lane, general manager and assistant to the president of James Thomas Chirurg Adv. for the past 10 years, has joined the merchandising unit as New York district supervisor.

In addition to taking charge of NBC's merchandising activities in the New York-New Jersey-Connecticut area, Mr. Lane also will head the department's New Material Unit which will prepare and route nationally all point-of-purchase material to be used by department members.

In its advertisements, NBC said:

"Until now, no radio network has ever offered advertisers a thorough, realistic service for merchandising their products on a national scale. Now NBC takes the lead in offering not only the first national merchandising service in network radio, but the finest, most complete merchandising facilities to be furnished by any advertising medium."

Partial Listing

A "partial list" of merchandising services included:

"1. NBC's field experts will train advertisers' sales and distribution personnel in getting dealer support, building displays; make demonstration calls with salesmen on key accounts; make presentations at sales meetings; maintain close liaison with key wholesalers and retail groups in their areas.

"2. The NBC merchandising plan is approved unanimously by the NBC affiliated stations. Accordingly, the network field experts are working in cooperation with our stations, establishing a chain of merchandising services which should deliver for our advertisers the greatest possible point-of-sale impact.

"3. Network on-the-air merchandising programs will be developed which will permit dealer tie-ins for maximum local impact. One series, 'market basket,' is now in preparation for food store advertisers.

"4. Point-of-purchase material especially produced for the needs of retailers will be available to NBC advertisers at cost. This material will be designed to take advantage of network and local station identification.

"5. All-important research services will be offered with emphasis on attitude surveys, distribution checks, test stores, consumer panel.

"6. Bulletins for mailing to retailers will be prepared and supplied NBC stations on a monthly basis."

COOMBS NAMED

Takes Calif. CD Post

APPOINTMENT of Clyde F. Coombs, California radio executive, as broadcast radio service chief for the state's civil defense division of communications has been reported by KROY Sacramento.

Mr. Coombs is vice president and general manager of KROY, operated by Harmco Inc., and also general manager of KARM Fresno, Calif. He is a co-owner of KROY.

Mr. Coombs will direct a communications post involving coordination and supervision of broadcast station participation in the overall civil defense program. His appointment was made by Maj. Gen. W. M. Robertson, California director of civil defense, and announced by T. J. Kelly, communications division chief.

San Francisco Scrapbook, a weekly anecdote program dealing with the city's past and present broadcast by KGO and carried on the ABC network, received a commendation from the San Francisco Chamber of Commerce last week for the program's service in promoting the Golden Gate City. Award was presented to Gayle V. Grubb, ABC vice president in charge of KGO.

WSPD SYMBOL

New Trademark Is Readi

WSPD-AM-FM-TV Toledo, pi neer radio-TV station in Oh soon will introduce to the broa casting industry its new trad mark: "Speedy, The Pioneer."

Founded in 1921, the statio grew rapidly. In 1928 it was pu chased by the Fort Industry C as George B. Storer's first ventu into radio.

Under the new managing dire tor, Allen L. Haid, WSPD is pla ning expansion of operatio WSPD-TV's schedule now opens 9 a.m. Additional changes are ex pected to be announced in the nea future.

EMERSON YEAR

Second Best In Histo

EMERSON Radio and Phon graph Corp., New York, last wee announced the second highest pro in the organization's history, f the fiscal year ending Oct. 1951, with an income of $6,875,8 before taxes.

Record year, which ended O 31, 1950, resulted in a pre-tax come of $11,969,778. For the lat fiscal year, net income after ta was $3,592,397 or $1.85 per sh on almost two million shares outstanding capital stock. Inco after taxes for the fiscal year en ing in 1950 was $6,514,716 or $3 per share.

Number of adverse factors, cluding the switch from full pea time to combined peace and defe operations, influenced the radio-T field during the past year, Pre dent Benjamin Abrams said. anticipates a "satisfactory ye for present operations, howe due to relaxed credit restricti completion of coast-to-coast further network extensions, provement of TV film equipm which is extending good progr to more communities and the ond set or replacement mark "rapidly developing trend" towa greater set turnover.

Recruiting Money

(Continued from page 27)

Congressional action.

The $550,000 sum reflects funds unexpended as the result of cancellation of radio network shows involving Bill Stern, Frankie Laine, and the football *Game of the Week*. These purchases were obligated out of the 1950-51 budget, which earmarked $901,000 for radio programs. TV plans also will hinge on decisions rendered on Capitol Hill. Information funds for activities at the corps area level also were curtailed.

Sen. O'Mahoney has since disclaimed any enmity toward radio-TV broadcasting and other media and reportedly has conferred with Mrs. Anna Rosenberg, Assistant Secretary of Defense, who is understood to favor sponsored recruiting programs. The March 1 date reportedly stemmed from their consultations.

Lt. Col. William S. Berkeley, public information chief, Military Personnel Procurement Service, Adjutant General's Office, told BROADCASTING • TELECASTING Wednesday that radio-TV will obtain a "full, large or normal portion" of any funds finally approved by the Defense Dept. on the basis of Grant Advertising's recommendations.

The dilemma of the military, he pointed out, is to devise campaigns which will reach the selected groups of people needed for service. Because of the ban, he explained, elaborate paid TV plans had to be abandoned in favor of film clips to be used as public service features. TV production will be expanded, however, consonant with the military's budget, he said.

Col. Berkeley held out hope that the Congressional position will be modified in the near future, once members of both houses are made cognizant of the Defense Dept.'s dilemma. Funds requested for 1952-53 include cost of agency commitments and operation of public information facilities at Governors Island, N. Y.

Congressional action, whatever form it takes, will also serve to clear the air at Grant Advertising, whose Washington branch has been operating in a state of flux. Difficulty of mapping campaigns on short-term basis and need for personnel are cited. Moreover, current contract with Grant expires June 30, 1952. Grant has added five or six on the Air Force and Army accounts and plans "several" other additions, once these problems are resolved.

Handling Defense Dept. legal details is Fred Korth, an attorney and counsellor on the Army Dept.'s staff. He also represents the Army on the *Ad Hoc* committee, to which the four services (Army, Air Force, Navy and Marines) have communicated their recruiting views.

GREENVILLE is
SOUTH CAROLINA'S LARGEST
METROPOLITAN AREA . . .

In RETAIL SALES

GREENVILLE	$151,050,000
Columbia	136,965,000
Charleston	125,097,000

Sales Management, 1951

MAKE IT YOURS WITH
WFBC 5000 WATTS
Piedmont Station, Greenville, S. C.

NBC affiliate for the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

WBEN-TV SERIES

Stresses 'Learn and Live'

EDUCATION in as palatable and entertaining manner as possible in a quarter-hour, informal telecast is being offered Buffalo area viewers by WBEN-TV that city.

Its new educational series, *Learn and Live*, is aired 9:30 a.m. Mon.-Fri. In the five daily programs per week, five subjects, one each day, are treated—literature, music, science, art and history. Theme taken by the program originators is that by learning first, the family's living will be enriched.

Reportedly, viewers writing about the programs have been enthusiastic. Teaming up in the program presentation are *The Buffalo Evening News*, WBEN-TV and the N. Y. State College for Teachers.

N.Y. STATE BILLS

Affect Radio, Television

LEGISLATION designed to protest as well as protect broadcasting practices was introduced last week when the New York State Legislature convened, with proposed bills—submitted for committee consideration—ranging from courtroom telecasts to rooftop antennas.

Football television schedules, restricted by the National Collegiate Athletic Assn. or the Ivy League, received volleys from Sen. Joseph Zaretski, Democrat of Manhattan. He introduced a bill to penalize any university in the state, combining with another school to prevent that institution from televising any games it chose, by withholding state tax exemptions. In what one network representative quipped was "obviously the State of New York vs. the NCAA," Sen. Zaretski agreed that professional teams have the right to ban television when it cuts into profits, but that amateur groups—"so long as they continue to pose as amateurs"—do not.

Joint Committee

Also introduced Wednesday was a bill by Assemblyman Daniel N. Kelly, Democrat from Manhattan, which would create a joint legislative committee for radio and TV coverage of legislative sessions.

Sen. Nathaniel T. Helman of the Bronx introduced two bills: In No. 266, he proposed that consent be required for use of the name, portrait or picture of any living person on either a radio or television program. Listing such practice as a misdemeanor for the person, firm or corporation sponsoring the program, the bill could make last-minute news reports a virtual impossibility.

In another bill, the same senator would amend existing civil rights legislation that requires consent for publishing pictures or names with printed matter for advertising purposes so that laws would include uses tending to malign, ridicule or otherwise injure a person. Radio and TV were not specifically mentioned in the proposed amendment, however.

Sen. Helman also proposed that extant emergency rent control laws be so phrased that landlords could not charge fees or rental for TV sets owned by occupants or TV antennas installed on dwelling roofs.

Republican Sen. Pliny Williamson, chairman of the judiciary committee, introduced a bill to ban television coverage of any trial or proceeding conducted in a court "duly organized and existing under state laws as part of the state judicial system." Political observers in Albany were reported as feeling that lack of video coverage for state crime investigations might spur endorsement of this proposal by Gov. Thomas E. Dewey.

All bills were offered prior to establishing legislative calendars and it was felt that most of them would never pass beyond committee inspection.

New Canadian Group

AFTER ONE YEAR of meetings, the Radio Station Representatives Assn. of Canada was formed at Toronto Jan. 14 with Norman Brown, Radio Time Sales, Toronto, as chairman. Other officers are: Vice-chairman, John Tregale, All-Canada Radio Facilities, Toronto; secretary, R. J. Judge, H. N. Stovin & Co., Toronto; treasurer, T. C. Maguire, Omer Renaud & Co., Toronto; and public relations director, A. A. McDermott, Radio & Television Sales, Toronto. Branches are to be started in other Canadian cities such as Montreal, Winnipeg and Vancouver.

TOURNAMENT of Roses Parade telecast New Year's Day was seen on 676,000 Los Angeles area TV sets, according to Tele-Que survey findings. Ratings for individual stations are: KTLA (TV) 34.6; KTTV (TV) 14.2; KNBH (TV) 6.1; KNXT (TV) 4.4; KECA-TV 4.0; KHJ-TV 1.2.

Salvation Army Drive

A CORPS of broadcasting personalities and other creative artists have volunteered their professional services to help the Salvation Army in greater New York raise the $1,250,000 goal in its 1952 fund drive, Joseph H. McConnell, NBC president and general chairman of the drive, said Tuesday. Paintings, sketches, musical compositions, a specially commissioned ballet, photographic essays and written vignettes—all depicting phases of Salvation Army work—are to be contributed to dramatize the campaign. Donors of written vignettes include CBS Radio and TV Commentator Edward R. Murrow, ABC women's commentator Mary Margaret McBride and NBC's scenarist for radio and TV, Goodman Ace. Composer Meredith Willson has agreed to write a special Salvation Army song, Mr. McConnell said.

KULP Application

DENIAL of the application of KULP El Campo, Tex., on 1390 kc (a Class III frequency), to change from 500 w day to 500 w day and 100 w night as a Class IV station, is proposed in an initial decision released last week by FCC Hearing Examiner Hugh B. Hutchison. He concluded the applicant did not justify assignment of a Class IV station on a Class III frequency.

Good Morning
. . . you bet!

HOOPER IN CHATTANOOGA
March, April, May 1951

Mon. thru Fri.	Sta. B	Sta. C	WDEF	Sta. D	Sta. E
7:30 to 8:00 a.m.	3.2	2.0	11.0	2.3	1.0
8:00 to 8:15	2.8	2.8	13.0	3.1	2.8
8:15 to 8:30	2.1	1.4	11.0	3.3	3.0

SHARE OF RADIO AUDIENCE

	B	C	WDEF	D	E
8:00 a.m.-12:00 noon	9.3	12.2	33.5%	21.1	22.3

1370 KC · 5000 WATTS

WDEF
CHATTANOOGA

Carter M. Parham, President
Represented by BRANHAM

NEW BERN CASE

Examiner Proposes Grant

PROPOSED grant of an application for a new AM station in New Bern, N. C., and denial by default of an application for an AM outlet at Greenville, N. C., are proposed in an initial decision released by FCC Hearing Examiner James D. Cunningham. Hearing was called because the applications were mutually exclusive, both requesting the same frequency.

The examiner found that the Greenville applicant, L. C. McSwain, tr/as Eastern Carolina Broadcast Co., was notified by the Commission that he must file intention to appear at the hearing, but he failed to file the necessary papers and, later, ignored FCC correspondence.

The New Bern application, filed by Luke H. Wetherington, L. T. Grantham and David E. Hardison, d/b as Craven Broadcasting Co., proposes to use 1490 kc with 250 w fulltime.

Cost of construction is estimated at about $8,000, which includes $5,000 worth of equipment already on hand. Estimated operation cost is $4,000 monthly and estimated revenue about $5,000. The station expects that about 36% of its time will be commercial for the first few months, but expects to eventually increase commercial time to about 70%.

Mr. Wetherington owns two taxi companies and a trucking company in New Bern. Mr. Grantham is a lawyer in New Bern, and Mr. Hardison, although born in New Bern and a resident there many years, lives in Kinston, N. C., and has been chief engineer and held other positions at various stations the last eight years. He will be general manager of the station.

WSOK PERSONNEL

New Nashville Outlet on Air

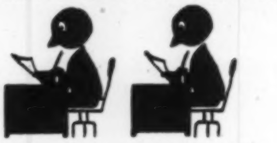
ANNOUNCEMENT of personnel for the new WSOK Nashville, which began operation Dec. 12, was made last week. WSOK, owned and operated by the Nashville Broadcasting Co., operates on 1470 with 1 kw.

Company president and station general manager is H. Calvin Young Jr. Other officers include Norman Stewart, commercial and promotion manager; Larry Dean Faulkner, program director; Charles Gordon, sports director, and Arthur Viaches, chief engineer. The station uses Collins equipment and International News Service.

WMAL-FM Washington announces it will be on the air from 6 a.m. to 12:30 a.m. Monday through Friday and from 7 a.m. to 12:30 a.m. Sundays. Station has been signing off at midnight.

FOR FINEST TAPE RECORDING
KTUL
Tulsa, Okla.
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED Units can be combined for studio operation of portable equipment.
For new catalog — write:
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

FCC actions



JANUARY 11 THROUGH JANUARY 17

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 14 Applications. . .

ACCEPTED FOR FILING

License for CP

WIST Charlotte, N. C.—License for CP, as mod., authorizing new AM station.

WKHM Jackson, Mich.—License for CP, as mod., authorizing new AM station.

WFAA Dallas, Tex.—License for CP, as mod., authorizing change from DA-N to DA-DN, change in trans. location, etc.

Modification of CP

WAGA-FM Atlanta, Ga.—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

Renewal of License

Following stations request renewal of license:

WXRF Guayama, P. R., WTAL-FM Tallahassee (informal request), WCNT-FM Centralia, Ill., WJIZ (FM) Hammond, Ind., KCRK (FM) Cedar Rapids, Iowa, WQAN-FM Scranton, Pa., and WJPB (FM) Fairmont, W. Va.

Application Returned

KGMO Cape Girardeau, Mo. — RETURNED application for assignment of license from Cape County Bcstg. Co. to KGMO Radio-Television Inc.

January 15 Decisions . . .

BY THE SECRETARY

Granted Licenses

KID Idaho Falls, Idaho—Granted license covering change of facilities, change in transmitter location, and installation of new transmitter: 590 kc 5 kw-D, 1 kw-N, DA-N, fulltime, cond.

WLIN-FM Merrill, Wis.—Granted license new FM station: 100.7 mc (Ch. 264), 9.35 kw, ant. 260 ft.

KOA-FM Denver, Col.—Granted license new FM station: 95.7 mc (Ch. 239), 23.5 kw, ant. 185 ft.

WSUN St. Petersburg, Fla.—Granted license covering changes in DA mounting FM ant. on top of AM tower and change in trans. location, cond.

KBND Bend, Ore.—Granted license covering frequency change and changes in DA; 1110 kc 1 kw DA-N; cond.

KMMO Marshall, Mo. — Granted license covering power increase; 1300 kc 1 kw D.

WFNC Fayetteville, N. C.—Granted license covering facilities change, installation of DA-N and new trans.; 1390 kc 5 kw-D, 1 kw-N, DA-2; cond.

KWNO-FM Winona, Minn.—Granted license covering changes in FM station; 97.5 mc. (Ch. 248), 18.5 kw, ant. 610 ft.

WHO-FM Des Moines, Iowa—Granted license covering installation of new ant., mounting of FM ant. on top of AM tower and changing trans. location (change in coordinates only); cond.

Granted CP

WTCN-TV Minneapolis, Minn. — Granted CP to decrease power from ERP 17.9 kw vis. 9 kw aur. 14 kw vis. 7 kw aur.; change type ant., etc.

WSFT Thomaston, Ga.—Granted CP to change trans. and main studio locations.

CP for CP

WBBZ Ponca City, Okla.—Granted CP to replace expired CP (which authorized change in trans. and studio locations).

KSDS (FM) San Diego, Calif.—Granted CP to replace CP (which authorized new noncommercial educational FM station) which expired 12-1-51.

Extended Authority

National Bcstg. Co., New York — Granted extension of authority to furnish Television de Matamoros, S. A licensee of XELD-TV, Ch. 7, Matamoro Tamps, Mexico, with kinescope r cording to television programs ori nating in various NBC studios throug out U. S. and broadcast in U. S. ov facilities of NBC. These kinescope r cordings will be delivered to XELD-T via air or rail express; period beginnin 3 a.m., EST, Feb. 1, and ending n later than 3 a.m., EST, Feb. 1, 1953.

Granted Modification

WTVJ Miami, Fla.—Granted mod. C for extension of completion date 7-27-52.

WRBL-FM Columbus, Ga.—Grant mod. CP for extension of completi date to 5-1-52.

WRGA-FM Rome, Ga.—Granted mo CP for extension of completion d to 4-15-52.

Following granted mod. CP for e tension of completion dates as show

KUSD Vermillion, S. D., to 5-1- cond.; WGN Chicago, to 5-17-52; WE Peoria, Ill., to 3-1-52, cond.; WI Christiansted, Virgin Islands, to 3-15- cond.

January 15 Applications . .

ACCEPTED FOR FILING

FM—104.1 mc (Ch. 281)

WLAG-FM La Grange, Ga. — CP change ERP, ant. height above avera terrain, trans. and studio locations, e

CP Amended

WWVA-FM Wheeling, W. Va. - Amended CP, which authorizes chan in ERP, trans. location, etc., to chan ERP, trans. location, etc.

Applications Amended

KLAC-TV Los Angeles — Amende application to delete request for i crease in ERP, etc.

Chemical City Bcstg. Co., Charlesto W. Va.—Amended application for e perimental TV station to change aur trans. output power from 80 w to 100 and to supply supplemental enginee ing data.

License for CP

KWHK Hutchinson, Kans. — Licens for CP, as mod., authorizing frequen change, power change, hours of ope ation change and new DA-DN.

WISE Asheville, N. C.—License f CP authorizing frequency chang power increase, change from DA-N t DA-DN, change trans. location, etc.

WBAP Fort Worth, Tex.—License fo CP, as mod., authorizing change fro DA-N to DA-DN, change trans. location, etc.

Modification of CP

KIOA Des Moines, Iowa—Mod. C authorizing changes in DA-D, for extension of completion date.

License Renewal

Following stations request renewal o license:

WFMH-FM Cullman, Ala., WLAG-FM La Grange, Ga., WMAZ-FM Maco Ga., WAAF-FM Chicago, WWIN-F Baltimore, WRFM (FM) Hattiesbur Miss., and WNYC-FM New York.

January 16 Decisions . . .

COMMISSION EN BANC

Granted Modifications

Following stations granted mod. C as shown:

WJAR-FM Providence, R. I. — T

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE *

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE *

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE *

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE *

There is no substitute for experience
GLENN G. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE *

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C
Member AFCCE *

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE *

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE *

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE *

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE *

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE *

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE *

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE *

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE *

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924

Member AFCCE *

change ant. height from 575 to 550 ft.

WTOP-FM Washington, D. C. — To change ant. height from 500 to 390 ft., condition; subject to submission of sufficient measurements made either during installation of ant. or after installation completed to indicate radiation characteristics of ant. are not adversely affected by mounting within WTOP-TV ant. structure.

KPFA (FM) Berkeley, Calif. — To change ERP from 16 kw to 52 kw, and ant. from 880 to 1330 ft.

WFAN (FM) Washington, D. C.—To change ERP from 18.4 kw to 20 kw.

Granted Petition

WJLN-FM Bessemer, Ala. — Granted petition for extension of time to Jan. 8, 1953, of outstanding waiver of Sec. 3.205 requiring station to originate majority of its programs or two-thirds of non-network programs, whichever is smaller, from its Birmingham studios.

To Remain Silent

WNAW North Adams, Mass.—Granted authority to remain silent additional 30 days from Jan. 7, pending financial reorganization; station not to resume broadcasting without prior Commission authorization if reorganization results in transfer of control.

Designated for Hearing

WSMB-AM-FM New Orleans, La. — Designated for hearing applications for renewal of licenses in consolidated proceeding with Paramount Pictures Inc., et al., and ABC, et al., in which proceeding application to transfer negative control of WSMB is an issue.

Granted Renewals

Following stations granted renewal of licenses for regular period:

KANA Anaconda, Mont.; KELY Ely, Nev.; KERO Bakersfield, Calif.; KFJB Marshalltown, Iowa; KFPW Fort Smith, Ark.; KGDE Fergus Falls, Minn.; KGEK Sterling, Col.; KIFW Sitka, Alaska; KLWT Lebanon, Mo.; KSUN Bisbee, Ariz.; KSWM Joplin, Mo.; KSWS Roswell, N. M.; KVAS Astoria, Ore.; KVOC Casper, Wyo.; KWG Stockton, Calif.; KWNO Winona, Minn.; KWTC Barstow, Calif.; KYJC Medford, Ore.; KYSM Mankato, Minn.; WAJR Morgantown, W. Va.; WBOW Terre Haute, Ind.; WBSM New Bedford, Mass.; WBVP Beaver Falls, Pa.; WCDL Carbondale, Pa.; WCOM Parkersburg, W. Va.; WCPO Cincinnati; WENY Elmira, N. Y.; WERI Westerly, R. I.; WFTC Kinston, N. C.; WFVA Fredericksburg, Va.; WGUY Bangor, Maine; WHBT Harriman, Tenn.; WHBY Appleton, Wis.; WHSY Hattiesburg, Miss.; WIKB Iron River, Mich.; WIPC Lake Wales, Fla.; WJBC Bloomington, Ill.; WJNO West Palm Beach, Fla.; WJOY Burlington, Vt.; WKBO Harrisburg, Pa.; WLOG Logan, W. Va.; WMOU Berlin, N. H.; WMPC Lapeer, Mich.; WNOK Columbia, S. C.; WONN Lakeland, Fla.; WPUV Pulaski, Va.; WQUA Moline, Ill.; WSAL Logansport, Ind.; WSSO Starkville, Miss.; WTCJ Tell City, Ind.; WTHT Hartford, Conn.; WTOL Toledo; WTSV Claremont, N. H.; KFUN Las Vegas, N. M.; KHAS Hastings, Neb.; KISD Sioux Falls, S. D.; KODL The Dalles, Ore.; KOVE Lander, Wyo.; KREW Sunnyside, Wash.; KRIZ Phoenix; KSEY Seymour, Texas; WCED DuBois, Pa.; WCRO Johnstown, Pa.; WFAS White Plains, N. Y.; WJBF Augusta, Ga.; WJEF Grand Rapids; KCMO Texarkana; KGAK Gallup, N. M.; KGPH Flagstaff, Ariz.; KXO El Centro, Calif.; WBBZ Ponca City, Okla.; WDYK Cumberland, Md.; WFRP Savannah, Ga.; WGGG Gainesville, Fla.; WHUC Hudson, N. Y.; WISE Asheville, N. C.; KNUZ Houston, Tex.; KPRL Paso Robles, Calif.; KSST Sulphur Springs, Tex.; WCMA Corinth, Miss.; WEAR Pensacola, Fla.; WHOP Hopkinsville,

January 16 Applications . . .

ACCEPTED FOR FILING

Amend Application

KPRS Olathe, Kans.—Amended application requesting frequency change from 1590 kc to 1380 kc, and change trans. and studio locations from Olathe to Kansas City, Mo., to omit request for frequency change and change trans. and studio locations.

License for CP

WIST-FM Charlotte, N. C.—License for CP authorizing new FM station.

KSDS (FM) San Diego, Calif.—License for CP, authorizing reinstatement of CP as mod., for new noncommercial educational FM station.

(Continued on page 91)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

If transcriptions or bulk packages submitted, $1.00 extra charge for mailing. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Have CP for one thousand watt daytime station in Albuquerque, New Mexico. Have other business interests and would consider working partner with adequate capital. Or might consider sale of CP. Send replies to P. O. Box 688, Albuquerque, N. M.

Managerial

Wanted: Commercial manager, salesman, chief engineer, to invest in northern California one kilowatt daytimer. Give full details first letter. Proposition will be explained fully in reply. Box 991L, BROADCASTING.

General manager who can sell. Possibly do air work (news, no sports). $80-$100 a week guarantee, with a percentage of profits. Box 11M, BROADCASTING.

Wanted: General manager for 250 watt midwest independent town of 14,000. Absentee owner. Opportunity for right man to acquire up to 25% ownership. Box 21M, BROADCASTING.

Salesman

Sales representatives required by transcription firm for New York City and other areas on regional basis. Box 985L, BROADCASTING.

If you think sales, breathe sales, sell sales, then you are the man for us. Write Texas ABC station. Box 988L, BROADCASTING.

Time salesman. Salary plus commission. Good market. Texas. Box 989L, BROADCASTING.

Sales manager, upstate New York, large market, 1000 watt independent station. Must be experienced in independent operation and able to prove sales ability, excellent opportunity for right man. Give full experience, picture in reply. Box 6M, BROADCASTING.

Time salesman—Topnotch salesman for country area with station soon to be increased to 1 kw. KCNI, Broken Bow, Nebraska.

Wanted — Commercial representative. Real opportunity, commission arrangement with guarantee. Interested in permanent man to take over the entire sales set-up. Should be able to write copy, have salable ideas and a knowledge of merchandising. Write to M. E. Danbom, KTBB, Tyler, Texas.

KTKT, Tucson, wants salesman with record. Good draw against 20%. Top music station in fastest growing market in west.

Wanted, sales manager capable of becoming general manager 1000 watt Mutual station. Drawing account and generous commission arrangement. Wm. T. Kemp, KVWO, Box 926, Cheyenne, Wyoming.

10,000 watt clear channel station in Honolulu wants experienced salesman. Best salary and commission for outstanding man. Contact Adam Young Office in Chicago (55 E. Wash. St.) or New York (22 E. 40th St.) for appointment.

Announcers

Immediate opening combination man, Georgia network affiliate near Atlanta. Favorable salary. Excellent working conditions. Write or wire Box 788L, BROADCASTING.

Announcer-engineer for Columbia affiliate in midwest. **$75 for forty hour week. Congenial, permanent position. Emphasis on announcing. Box 841L, BROADCASTING.**

Sportscaster and special events announcer for network affiliate, must fill immediately. Box 932L, BROADCASTING.

Help Wanted (Cont'd)

Experienced morning announcer with sales or newswriting experience and car, for permanent job in Michigan kilowatt. Forward audition and personal data to Box 874L, BROADCASTING.

Disc jockey-air salesman wanted for large market. Give complete radio and educational background with references. Must have effective air selling ability. Give full information. Box 875L, BROADCASTING.

Announcer with excellent voice, highly talented in ad lib and interviewing techniques wanted by network station in important Texas city. Box 945L, BROADCASTING.

Announcer who can also write copy for ABC Texas station. Box 886L, BROADCASTING.

Combination man wanted. Must be good announcer, capable of handling varied type programs. First phone requisite. Beautiful transmitter location, congenial organization. Guaranteed $300 a month. Periodic pay increases. Rush full details. East. Box 898L, Broadcasting.

Announcer wanted for AM-TV station in midwest city, population over 100,000. Must be versed in all phases, with emphasis on commercials. Top opportunity for versatile man. Send tape and letter to Box 899L, BROADCASTING.

Announcer or copywriter, excellent opening for experienced, dependable man seeking steady employment with better class radio station. Box 933L, BROADCASTING.

Station in Texas resort city needs staff announcer with superior voice, authoritative delivery. Box 946L BROADCASTING.

Wanted, a combo man for Rocky Mountain network station. Please reply immediately. Send disc and particulars Box 960L, BROADCASTING.

$80.00 per week for good announcer at midsouth station. Good market. TV future. Replies confidential. Box 936L, BROADCASTING.

Wanted, combo man, top pay. New station. Best chance to advance in position and increase earnings. Finest working conditions. Box 980L, BROADCASTING.

Announcer with ticket. Strong on announcing. $70.00 to $75.00 man now in midwest preferred. Send audition and information to Box 2M, BROADCASTING.

Sports announcer: To do play-by-play baseball in class "A" league, total 154 games, must be able to reconstruct portion of games from Western Union reports. Previous experience in sales desireable, southern city of 100,000. Send audition of baseball play-by-play and letter of qualifications. Beginning guaranteed $100.00 weekly. Box 997L, BROADCASTING.

Experienced announcer - staff man. Upper midest. $65.00 to $75.00 depending on experience. Net affiliate small city. Send disc or tape and background to Box 1M, BROADCASTING.

Eastern New York station wants reliable, experienced morning man. $65-40 hour week. Box 4M, BROADCASTING.

Expanded operation requires one experienced announcer and one combo announcer-engineer. Start at $300 per month with good future. Send tape and full details. Ted Hildebrand, KBMY, Billings, Montana.

WFMJ, Youngstown, Ohio, 5 kw NBC, ABC affiliate has opening for fully experienced, highly versatile announcer. Send complete information, references, picture and tape.

Help Wanted (Cont'd)

Wanted: Good announcer with first phone immediately. Good salary for right man willing to work. KBTA, Batesville, Arkansas.

First phone announcer, no experience, willing to learn. KCHI, Chillicothe, Missouri.

Wanted. Announcer-engineer, emphasis on announcing. Good pay with permanent position to right person. Radio Station KLIC, Monroe, Louisiana.

Wanted: Announcer-salesman for progressive ABC affiliate in Oil Capital of Rockies. Good opportunity. Send tape or disc, photo, references all in first letter. Manager, KVOC, Casper, Wyoming.

WFTR, Front Royal, Virginia has immediate opening for combination announcer-engineer with first phone ticket. 68 miles west of Washington, D. C. Congenial staff, excellent working conditions. Opportunity for your talents. Sports, deejay, special events. Sixty per week to start plus profit sharing after third month. Raises as deserved. Claude Jones, Phone 750. P. O. Box 192.

CBS affiliate, city of 175,000, immediate announcing opening. Forward disc, photo, background. Don Richardson, WJEF, Grand Rapids, Michigan.

Dependable, good all-round announcer needed immediately for progressive midwest, network station. Salary depends on ability. Write detailed letter with picture and audition record or tape, to Jack McLean, WJPS, Evansville, Indiana.

Announcer-engineer first phone wanted. WRIC, Richlands, Virginia.

Network affiliate has immediate opening for announcer-engineer with first ticket. Experienced or trained all phases including board operation. Excellent opportunity for right man. Air mail audition, qualifications, plus photo if possible to Howard Bright, WSAL, Logansport, Ind.

Announcer with first class ticket for fulltime Mutual affiliate in scenic lake and citrus area. WSIR, Winter Haven, Florida.

Technical

Combination man, low pressure station, midwest, thirty hours, good salary, commission if willing to sell. Box 995L, BROADCASTING.

First class engineer, looking for dependable technician, no announcing, permanent, living conditions reasonable in Texas station. Box 998L, BROADCASTING.

Young first class operator to assist chief engineer in control room, transmitter, installation of broadcasting equipment and two way mobile radio units. Must have car, be neat workman. Excellent opportunity upstate New York. Give draft status. Box 7M, BROADCASTING.

Engineer, 1st phone, experience not necessary, pay level good for area. No night work. Write details. Box 13M, BROADCASTING.

Have immediate opening for first class radio operator. Box 23M, BROADCASTING.

Studio engineer with first class license. Send complete details including snapshot. Prefer man with relatives in Rocky Mountain area. KFEL, Albany Hotel, Denver, Colo.

KPET, Lamesa, Texas, wants a combination man. Good hours and good pay.

Needed immediately, experienced or inexperienced first class phone man, pref. single. Climate and working conditions ideal. Write, wire or phone Ted Nelson, KVER, Albuquerque.

Help Wanted (Cont'd)

Engineer, first class license with without experience. Established ne work affiliate city 25,000. Average ing condition. Top salary, best wor ing conditions and many benefits. K Marsh, KWNO, Winonu, Minnesota.

Engineer needed. Send information WBIP, Booneville, Mississippi.

First class phone operator. No e perience required. WCFV, Clift Forge, Virginia.

Engineer needed immediately. $55 for 40 hours. Morning shift. No e perience necessary. Excellent workin conditions. WCRK, Morristown, Tenn essee.

First class engineer-operator neede immediately for fulltime statio WFAH, Alliance, Ohio.

Wanted—First phone transmitter ope ator. Directional also FM. Contact B. Trueblood, WGBR, Goldsboro, N.

Wanted: Engineer with first class phon No experience necessary. Company air with AM-FM-TV. Paid hospitaliz tion and insurance. Immediate ope ing. Give full resume of backgrou and salary expected in first lette Write Technical Supervisor, Radio St tion WJEF, Pantlind Hotel, Gra Rapids, Michigan.

Need immediately, engineer-announce with first class license. WMJM, Cordel Georgia.

First class phone operator. No expe ence required. WREL, Lexington, Vi ginia.

Engineer or announcer-engineer, immediate opening, WVOS, Liberty, N.

Production-Programming, Other

Newsman to gather, write and presen local news fulltime. Give complet educational and radio experience. Bo 876L, BROADCASTING.

Traffic girl for 5 kw station in larg market. Give complete educationa background and experience. Box 877L BROADCASTING.

Texas station desires male copywrite with ideas. Some announcing. Subm samples. Box 885L, BROADCASTING

Versatile, experienced program director for network station in California Creative ability, showmanship an good voice. Not afraid of "radio" hour Smaller friendly community where living is wholesome. Good deal for producer. Box 986L, BROADCASTING.

Wanted—Program director and morning man for 1000 W daytime Nort Carolina independent. State experience, reference, salary first letter. Bo 8M, BROADCASTING.

Wanted—Copy chief long on experienc to head continuity department. Idea and ability will pay off to right ma 5 kw station in metropolitan midwe market. Ideal working conditions. T application filed. Box 24M, BROADCASTING.

Prolific, experienced writer of commercial copy that sells. Some air wor Ability to meet sponsors and mak friends. Smaller community netwo station in California. Box 987 BROADCASTING.

Newsman, experienced gathering, writing, broadcasting. Moderate, healthf climate. Send letter, sample cop photo, et or tape of news with commercials. Program Director, KCS Pueblo, Colorado.

Television

Technical

TV engineer wanted immediatel Television training desired, first cl license and experience desired but n necessary. Box 828L, BROADCAS ING • *TELECASTING.*

Chief engineer for eastern TV netwo station. Construction experience a administrative ability essential. One the best positions in the indust Starting salary $8,000 to $10,000. S tion will assist in finding satisfacto housing. Send complete informati including photo. Box 14M, BROA CASTING.

XUM

Situations Wanted

Managerial

General manager available, 18 years experience, sober family man, financially sound, top record and references. Box 35L, BROADCASTING.

I am sincere, believe in service, courtesy, customer, station relationship. Hard worker, good personality, with a thorough basic advertising plan. Six years proven radio sales record. In my early thirties. Married. Presently employed. Looking for a job with a future. Box 942L, BROADCASTING.

Over twenty years of constructive radio background. I defy anyone to show a better record or better reference than I can give. Seeks job as manager or sales manager of substantial station. 45 years of age, married, will go any place. Box 981L, BROADCASTING.

Salesman

Salesman-commercial manager. Now employed commercial manager. Desire larger market. Prefer east Mississippi. Available proper notice. Box 930L, BROADCASTING.

Radio salesman desires job. Experienced, car, married. Box 990L, BROADCASTING.

Announcers

Attention: Southern New England states and New York City: I want to see snow! Young girl, single, 3 years experience staff announcing at large network affiliate. Deejay, actress, women's, children's programs, can sell on air, write own copy. Tape, disc, photo on request. Box 807L, BROADCASTING.

Sportscaster network experience doing play-by-play baseball, football, basketball and boxing. Network references, sponsors regarded me as best in the business. Extensive experience in newscasting. Married and draft exempt. Box 849L, BROADCASTING.

TV-radio MC and announcer (now 50,000 NBC) accepting new affiliation comparable caliber. Well known eastern US. Available anywhere for interviews or air mail pictures and tape. Box 873L, BROADCASTING.

Experienced announcer, disc jockey, news and sports. Available immediately. Box 884L, BROADCASTING.

Professional schooling, three years experience. Prefer northern area. Presently available. Box 888L, BROADCASTING.

Announcer: 26, 6 years. Veteran. All phases, offers. Permanent. Box 903L, BROADCASTING.

Sportscaster—Heavy experience to 5kw, Class A baseball, HS, college football, basketball. Currently free lancing New York. Seek year-round sports station. Box 886L, BROADCASTING.

Announcer: Midwestern man, good voice! One year experience. Any opening considered, but would prefer west! Box 955L, BROADCASTING.

Combination, nine years experience, sober, permanent, family man, age 29, now P-D-ing local Mutual outlet, desires combination or program work, preferably in the southeast but any offer considered. Box 959L, BROADCASTING.

Staff announcer with first phone. Presently employed. Desire progressive change. Prefer to stay west coast. All replies answered. Box 961L, BROADCASTING.

Radiogenic gal. Experienced young lady charged with talent. Strong on women's programs, DJ, Shows copy. Some board work. Box 963L, BROADCASTING.

Announcer, 24. (Mademoiselle). Qualified on music, interview, women's and children's shows—also commercials, board operation. Continuity writer, music librarian, familiar with traffic work. (Interested primarily in writing and announcing own shows.) Disc and samples of scripts on request. Box 65L, BROADCASTING.

Announcer-MC, strong music, news, sports. College graduate, veteran, 25. Box 967L, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer, relocate, good on news, commercials, DJ, sober, sincere, dependable, veteran, hard worker. Box 968L, BROADCASTING.

Experienced announcer, mature. Poise, good appearance. Accent on news and commercials. Box 969L, BROADCASTING.

Announcer, sports, DJ, live audience and board experience. 25, single, veteran, prefer nite work. Box 973L, BROADCASTING.

Experienced announcer. Strong news, music. College background. Production minded, can write. Thorough knowledge sports, would like play-by-play. Box 975L, BROADCASTING.

Free lance writer! 9 years industry, 2 years agency. M. A., personal contacts, Philadelphia area. Box 983L, BROADCASTING.

Announcer, five years all phases. Accent news, commercials, production, special events. Employed. Excellent references. Willing travel. Available immediately. Married. Draft exempt. Stable, reliable. Prefer responsible position. Box 984L, BROADCASTING.

Sports announcer. Real promoter. Will accept only topnotch position. Baseball must be included in job. Excellent references. Box 992L, BROADCASTING.

Announcer, veteran, family. Desires staff position anywhere. Extensive knowledge sports, news, DJ. Box 5M, BROADCASTING.

Announcer-engineer. Experience to 5 kw. First phone, good voice. Permanent midwest. Box 9M, BROADCASTING.

Married, draft exempt, experience all phases. Except sports. College background, wish relocate midwest. Box 12M, BROADCASTING.

Announcer—capable, mature, experienced. Employed. Desires talent, PD or news. Box 25M, BROADCASTING.

Announcer, graduate SRT Chicago. Proficient in DJ, news and straight announcing. Single. Draft exempt. Johnny Hagan, 210 N. Kolin Avenue, Chicago. Austin 7-5924.

Announcer, one year experience, good voice and delivery, 29, married, veteran. Prefer independent station down south. Salary secondary. W. W. Hosey, 4440 Chef Menteur, New Orleans, La.

Graduate, SRT, colored. Good on news, commercial, DJ and acting. Travel. Call or write James Howard, 6447 Drexel Avenue, Butterfield 8-9048 or Museum 4-4934, Chicago.

Licensed announcer. Experienced. Kennett, 135 Madison Ave., Elizabeth, New Jersey, El-20850.

Sportscaster, control board operator, heavy on news. Limited experience. Draft exempt. Al Martin, 1385 Willoughby Avenue, Brooklyn 37, New York.

Versatile staff announcer. Strong on DJ, sports and news. SRT graduate, veteran, 29, married. Draft exempt. Audition disc available. Max Pazik, 4231 Wabash, Hammond, Ind.

Announcer, license, 2 years experience, draft exempt. Bob Peters, WSPB, Sarasota, Florida.

Experienced newscaster, announcer, program director desires newscasting career. College graduate. Excellent references, employed, single. Audition disc. Prefer south. Ernie Stokes, 1507 W. Home Ave., Hartsville, South Carolina.

Technical

Chief engineer, 15 years experience. Maintenance, construction, supervision. Minimum $100. Box 881L, BROADCASTING.

First phone, almost five years experience, want permanent position, state salary. Box 929L, BROADCASTING.

Chief engineer with twelve years experience all phases broadcast engineering desires to relocate. Excellent references. Box 957L, BROADCASTING.

Licensed engineer, degree, experienced as chief, combo and all other phases. Box 972L, BROADCASTING.

Situations Wanted (Cont'd)

1st phone, experienced, educated NYC, not a phony operator. L. A. area only. Reliable. Box 974L, BROADCASTING.

Experienced engineer, AM, FM, control room, remotes. All offers considered. It's the future that counts. Box 994L, BROADCASTING.

Chief engineer, 10 years experience, desires to relocate. Will consider chief or supervisor position. Married, best references, AM - FM - TV. Box 10M, BROADCASTING.

Chief engineer-announcer experienced all phases. 4 years chief. Married, car, draft exempt, excellent references. Prefer west coast, all offers considered. Box 17M, BROADCASTING.

1st phone, C.R.E.I. student, desires broadcast engineering experience. Burrows, 5427, Kenmore, Chicago.

First phone AM-FM and TV experience over sixteen years. Draft exempt, over 20 years amateur. Excellent references. E. J. Doherty, P. O. Box 114, Plattsburg, N. Y.

First phone ticket. TV-radio grad. 2250 hours. Theory practical work. Dependable, single, draft exempt. Available January 31. Send details if interested. East coast preferred. Ernest Lipshutz, 1333 51st Street, Brooklyn 19, New York, UL 3-1421.

Production-Programming, Others

College grad, vet, 27, draft exempt. Seek opportunity TV-radio production, announcing, publicity etc. Box 918L, BROADCASTING.

Dynamic newsman, 10 years experience, now news director metropolitan station. Family man, 30. Want news, sports, special events in major market. Want details? Box 958L, BROADCASTING.

Cowboy-folk singer, 8 years. Radio experience; wants solo program. Box 964L, BROADCASTING.

Radio newsman with five years reporting, writing, broadcasting experience wants job in southern Florida or southwest. Journalism degree, veteran. Now news director, city of 130,000. Box 966L, BROADCASTING.

Program director. Employed. Midwest only. Excellent sports-news announcer. College graduate. Married. Box 976L, BROADCASTING.

Woman, experienced producing and conducting audience participation shows, personality interviews, woman show. Late night disc show. Know all phases radio, presently managing 1000 watt station. Prefer Philadelphia area or Florida. Box 977L, BROADCASTING.

Writer-producer-singer desires affiliation with metropolitan area station. Presently employed. Finest references. Box 982L, BROADCASTING.

You deserve top quality! I can provide it. Versatile gal. Some experience, good ad lib. Box 993L, BROADCASTING.

Newsman, five years experience. Heavy gathering, writing, taping, documentaries. Directed two newsrooms. Wants good opportunity eastern seaboard. Box 996L, BROADCASTING.

Experienced program director and/or staff. All type shows. Desires responsible position in progressive station. Will answer all inquiries. Box 15M, BROADCASTING.

College graduate seeking connection with radio, TV station. Interested in sales, promotion, programming, hard worker, currently production department N. Y. agency, willing to start at bottom. Box 16M, BROADCASTING.

Competent continuity writer, women's feature announcer. Ambitious. Serious. Excellent references. Cecile Meier, 205 Esplanade Drive, Mt. Clemens, Michigan.

Television

Technical

Recent S.R.T. graduate looking for position in small TV station. Have TV and radio servicing background and some knowledge of film and movie cameras. Veteran, age 28. Photos on request. Box 465L, BROADCASTING • TELECASTING.

EXPERIENCED BROADCASTERS NOW AVAILABLE

HARRY HARRIS: Fine Radio, Theatrical and TV background as Actor and Director. Excellent Announcer and MC for interview programs, DJ, Quiz Shows and Man - in - the - Street Broadcasts. Personable. Quick to make friends and keep them. Good idea man: creator of "Story in the News" and "Great Men and Their Music." Chance for advancement important. Tape or disc available.

FRED W. HASBROUCK, Announcer, Newscaster and D. J. man. Excellent TV and Electronics background. Capable board operator. Will locate anywhere in the UNITED STATES. Salary secondary. . . . A chance for advancement important. Tape or disc available.

KAREN CLARKE: Experienced Girl Friday, Creative Writer, Radio and TV Director. Excellent background in Fine Arts, U.S.A. and Europe. Competent in women's radio and TV Programming and as MC. Desires Radio and TV combination: Types, has ideas and stamina. Resume and tape available.

STEPHEN C. IRVING: Announcer, Continuity Writer, D J personality, news commentator, actor. Steve is a college graduate, and has had three years experience in network - TV production department. He has been a pitchman, salesman and actor. A pleasant, friendly personality. Discs and tapes available.

FRANK LOVELL: Announcer, DJ natural, mellow deep voice, top newscaster. Quick to win friends, effervescent with creative ability; anxious to advance, has trained singing voice which can be used to advantage on radio and TV programming. Disc available.

RAY WALSH: Announcer, Continuity Writer, Newscaster, DJ Personality, excellent MC and Interviewer, Actor. 3 years Ad Agency Copy experience. Especially strong on all-around Announcing, Writing, Programming. Highly creative and congenial—also Graduate in TV Production and Direction. There's no substitute for experience and Ray has it! Disc or tape available.

Write or Wire

SRT

SCHOOL OF RADIO TECHNIQUE

R.K.O. Bldg. Radio City, N.Y. 20, N.Y.

Circle 7-0193

SRT men and women are employed in broadcasting stations all over the United States.

Situations Wanted (Cont'd)

TV chief engineer position desired. 3½ years experience in all phases of network television. Additional experience in lighting and installation. B.S. in E.E. and first phone. Presently employed. Will consider post-freeze opportunities. Box 970L, BROADCASTING • TELECASTING.

TV supervisor or chief engineer desires permanent location within the next 6 months. Excellent qualifications and references. Specialize in equipment construction and maintenance. Prefer Florida or the southeast. For an interesting proposal write to Box 999L, BROADCASTING • TELECASTING.

TV director, 4 years experience wants job as chief TV director-producer. 26, draft exempt with family. Presently employed. Box 22M, BROADCASTING • TELECASTING.

For Sale

For sale, established commercial recording business on Chicago's Radio Row. RCA equipment, Magnecorder tapes. Box 925L, BROADCASTING.

Danville doesn't want my last 60 shares of stock in WBTM-AM and FM. Cost me $42.00 per share. Make me an offer. Sandy Guyer, General Manager, WMOA, Marietta, Ohio.

Stations

250 watt fulltime. Western state. Earns $1500 month. Well equipped. Asking $37,500. Box 962L, BROADCASTING.

Successful station near Lake Erie, 1000 watts. City of between 100,000 and 200,000 population, one of nation's top 100 markets. Box 18M, BROADCASTING.

Profitable western station. All prices. Jack L. Stoll & Associates, 4958 Melrose Avenue, Los Angeles 29, Calif.

Equipment etc.

RCA 77B ribbon microphone, factory checked, like new. Hammarlund SP-210-X super-pro, 1250 kc to 40 mc., power supply, like new Box 19M, BROADCASTING.

Wanted: One Gates S40 or RCA 76B5 console in good condition. Write price and full details to MBC, P. C. Box 442, El Paso, Texas.

Complete 250 watt equipment. Tower to records. Includes 251 foot Truscon tower, RCA BTA-250L transmitter, monitors and limiter, RCA consolette 76-B4, pickering arms and reproducers, office equipment. First reasonable offer accepted. Gerald O'Grady, North Adams, Massachusetts.

Complete 5 kw AM transmitter installation (three tower directional) consisting of: RCA 5-D transmitter, frequency, modulation and phase monitors; lots of spares; test equipment; speech equipment; transmission lines; phasing and matching equipment. Two 340 foot Blaw-Knox towers, one 415 foot Truscon tower with approved lighting; elaborate copper ground system. This equipment used until December 6, 1951 and is in excellent condition. Now available for inspection. Contact R. C. Stinson, WBAP, 3900 Barnett Street, Fort Worth, Texas.

For Sale (Con't)

REL 549A-DL 250 watt FM transmitter. REL 660 R FM frequency and modulation monitor. Radio Station WLPM, Suffolk, Virginia.

Limiting amplifier. Gates 500 ohm. Variable release time. Full set tubes. Good condition. Reasonably priced. Write WTOB, Winston-Salem, North Carolina.

For sale: 1 Collins model 20-C-2, 1000 watt AM transmitter. 2 Collins model 202A 500 watt AM transmitters. 2 Western Electric model 9-C AM transmitters. Used police transmitters 1682 kc. Ideal for auxiliary or rebuild for broadcast use. Iowa Police Radio, Fairgrounds, Des Moines, Iowa.

Wanted to Buy

Stations

Wanted to buy: Profitable radio station with TV available. Prefer southwest. Answer giving details in confidence. Box 937L, BROADCASTING.

Wanted, small AM station in south or southwest. No broker. Your letter confidential. Box 979L, BROADCASTING.

Want to sell? Operating in the red or on the borderline? Good potentiality? Private party. Strictly confidential. Box 3M, BROADCASTING.

100% capital stock of California radio station; deficit tax position preferred. Box 20M, BROADCASTING.

Equipment etc.

Wanted: 1 kw AM transmitter. Antenna tuning unit flasher and photoelectric control. Box 805L, BROADCASTING.

Wanted—One 10 kw FM transmitter. State age, price and condition. Box 956L, BROADCASTING.

Used 1 kw transmitter of recent design. P. O. Box 561, Broken Bow, Nebr.

Wanted: RCA 76B console. Please state price, condition, age. Contact Buster Harvey, Radio Station KRIS, Corpus Christi, Tex.

Miscellaneous

Learn broadcasting, home study or residence. Register now for next term. Many good jobs. National Academy of Broadcasting, 3338 16th St., N.W., Washington, D. C.

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

Howard S. Frazier

TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

Eastern Major Market Network Station

$300,000.00

One of the very successful network properties located in an excellent eastern seaboard major market. This facility is above the average in plant, equipment and *earnings.* It is in a favorable position from a television standpoint. Approximately $50,000.00 in net quick assets included.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Help Wanted

Announcers

DISC JOCKEY WANTED

Must have proven success record as D.J., in a competitive market. A real opportunity awaits the man who can deliver. 5 kw. network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Confidential.

BOX 450K, BROADCASTING

For Sale

Stations

UNUSUAL OPPORTUNITY

good 250 watt fulltime station in growing east coast city of 16,000 can be purchased right now at a real discount. Has excellent potential. Box 971L, BROADCASTING.

Equipment etc.

NEW COLLINS 5 KW XMTR!

Brand new Collins 5 kilowatt transmitter, never uncrated, for sale. Model 21B. Wire, write or phone.

Chief Engineer
WGBA
Columbus, Georgia

TV-TOWER FOR SALE

Blaw-Knox 200′ self supporting tower. $4,000.00 f.o.b. Bloomington, Indiana. Contact Sarkes Tarzian, Inc., 539 S. Walnut St., Bloomington, Indiana.

VERTEL PROMOTE

LBS Names Sales V.

HAROLD VERTEL, who has be serving as assistant to the pre dent of LBS, has been elected vi president charge of natio al sales coordina tion, it wa announced la week.

Mr. Vertel

Born an reared in C cago, Mr. Ver attended the of Illinois a later was grad ated from Sout ern Methodist U. He already h had experience in coordinati sales activities in several LBS m jor programs, including those sports and of news.

Radio Graduates

MORE than 20 graduates of rad home instruction and televis educational programs conducted New York City Board of Educati will receive high school diplomas WPIX (TV) New York Feb. Another 12 non-ambulatory st dents, unable to participate studio exercises, will receive the certificates at home. Said to first of their kind, the commencement exercises climax lessons give by visiting teachers, over WNY (FM) New York, and, during pa 3½ months, by tri-weekly WPI telecast under title, *The Livi Blackboard.*

KADA COMMUNITY STAMP PLAN

Funds Are Retained Within Area, Diverted to Rad

DIVERSION of trading stamp funds into local radio advertising instead of outside the community is the basis of a plan put in operation by Community Stamp Co., Ada, Okla.

The idea originated with Bill Hoover, general manager of KADA Ada, a year-and-a-half ago when he set up the KADA Community Stamp Plan. He has obtained a copyright on the formula.

Because the multi-million dollar trading stamp business takes money out of the community, and out of advertising, too, Mr. Hoover evolved the idea of franchising a community stamp plan to stations. He contended most merchants involved in trading stamp plans are poor radio advertisers because they spend so much money in stamps.

Under Community Stamp Co.'s plan, stations spend 90% of the profits for advertising on their own facilities, guaranteeing merchants that all profits will be spent in advertising.

Community sells the idea to the local station, according to Mr. Hoover, and furnishes all supplie He said five other Oklahoma st tions have subscribed to the pla

Stamp books are issued, bear the station call letters, and ea stamp has the call. Merchants g customers one stamp with each cent purchase. As each book 6,000 stamps is sold, the stat deposits $10 in redemption accou at a bank, with a remaining to be used for advertising and s plies. The station sells stamps merchants for $18 per book 6,000. Customers "spend" bo with any participating mercha

Ada stores participating in plan feature KADA stamp seals their printed advertising.

Broadcast Advertising Bur has mentioned the plan in its ra sales service.

CBU Vancouver, B. C., formerly C began operations under new call le on Jan. 18 with a new 10 kw Cana General Electric transmitter. Sta pipes all its programs to 17 low-po transmitter stations throughout Br Columbia.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH JANUARY 17

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,335	2,303	105		317	105
FM Stations	652	562	88	*1	12	2
TV Stations	108	93	15		482	171

* On the air.

* * *

Docket Actions . . .

OPINIONS AND ORDERS

WSMB-AM-FM New Orleans, La.—WSMB Inc. FCC ordered applications for renewal of licenses designated for hearing in consolidated proceeding with Paramount Pictures Inc., et al., and American Bcstg. Co., et al., to be heard upon following issues:

1. To obtain full information with respect to participation of any of applicants, their officers, directors, stockholders, employees or agents, in any violations of either Federal or state anti-trust laws, extent and character of such participation, and results of any litigation flowing from such participation and more specifically to secure information as to: (a) Whether violations committed were willful or inadvertent. (b) Whether violations were committed over long period of time or, in terms of time, were isolated events. (c) Whether violations were recent. (d) Whether violations also constituted violations of Sec. 311 and 313 of Communications Act.

2. To obtain full information concerning individual or individuals responsible for formulation of applicants present business policies and to determine whether those policies as formulated, and as executed, are violative of Federal or state anti-trust laws.

3. To obtain full information with respect to restrictions, if any, imposed by applicants, or by persons or corporations controlling applicants, on broadcast stations in the use, inter alia, of motion picture films or stories produced, distributed, exhibited or controlled by applicants, or by persons or corporations controlling applicants, or restrictions imposed on broadcast stations in use of talent under contract to or employed by applicants, or by persons or corporations controlling applicants.

4. To obtain full information with respect to plans of applicants for staffing and programming of their broadcast stations.

5. To determine in light of evidence adduced under above issues, whether applicants, their officers, stockholders and directors, are qualified from standpoint of character and conduct to be licensees, and whether grant of above applications would be in public interest, convenience and necessity. Decision Jan. 17.

WDOR Sturgeon Bay, Wis.—Door County Bcstg. Co. By memorandum opinion and order FCC denied petition of WOKW Sturgeon Bay which requested Commission to cancel either WDOR program test authority or its CP, and granted application of WDOR for license to cover CP, new AM station, 910 kc, 500 w, daytime; conditions. Decision Jan. 17.

Non-Docket Actions . . .

FM GRANTS

Iowa County, Wis., and Highland Township, Wis.—Wisconsin State Radio Council. Granted CP new noncommercial educational FM stations; Iowa County on 91.3 mc (Ch. 217), ERP 50 kw, antenna height above average terrain 610 ft.; Highland Township on 89.9 mc (Ch. 210), ERP 50 kw, antenna height above average terrain 450 ft.; conditions. Permittee is licensee of WHA-AM-FM Madison and eight other FM, 1 other AM, noncommercial education stations. Granted Jan. 17.

TRANSFER GRANTS

WJHP-AM-FM Jacksonville, Fla., WCOA Pensacola, Fla., WTMC Ocala and WDLP-AM-FM Panama City, Fla.—Granted assignment of licenses (WJHP and WCOA) and transfers of control (WTMC and WDLP) to new corporation(s) of same stockholders for purpose of preserving unity of ownership and control of all Perry Enterprises, and eventually to provide for common financing of properties through single issue of debt securities. No monetary consideration. Granted Jan. 15.

KLEE Houston, Tex.—Granted involuntary assignment of license to Lowell C. Clark, Mrs. Hollie Lee, Mrs. Mary Alice Rosenberg and Lester C. Rosenberg, executors of estate of W. Albert Lee, deceased. No monetary consideration. Granted Jan. 15.

KTOK Oklahoma City, Okla.—Granted consent to assignment of license to O. L. Taylor. No monetary consideration. Granted Jan. 15.

WLCM Lancaster, S. C.—Granted assignment of CP from Arthur Wilson Davis to himself, Morgan J. Craig and Milton D. Scarboro, new partnership; consideration $5,333 and 46⅔% interest in partnership. Mr. Craig will then own 33⅓%, Mr. Scarboro 20% and Mr. Davis 46⅔%. Granted Jan. 16.

WAYB Waynesboro, Va.—Granted relinquishment of control by William R. Gallaher and J. T. Phillips, through sale of 45 shares of stock to N. Wilbur Kidd, for $4,950. Granted Jan. 16.

WDLB-AM-FM Marshfield, Wis.—Granted transfer of control from Karl H. Doege and Stella M. Copps, executrix of estate of Lyman Alden Copps, deceased, to Lloyd L. Felker and Corinne A. Kraus; consideration $45,000. Granted Jan. 16.

WKVA Lewistown, Pa.—Granted transfer of control from Mary E. Newton, administratrix of estate of Paul J. Newton, deceased, to Mary E. Newton. No monetary consideration. Then granted consent to transfer control from Mary E. Newton to Robert L. Wilson, H. A. Robinson and W. Randall Leopold; consideration $30,000 for 90% of stock. Granted Jan. 16.

KRCT Baytown, Tex.—Granted transfer of control from C. Q. Alexander, O. J. Howell and Sylvia McKinstry to W. B. Bates and five others; consideration $16,000 for 80% of stock. Granted Jan. 16.

WOR-AM-FM-TV New York—Granted assignment of licenses from General Teleradio Inc. (wholly-owned subsidiary of R. H. Macy & Co.) to Thomas S. Lee Enterprises Inc., d/b as Don Lee Bcstg. System (wholly-owned by General Tire & Rubber Co.), conditioned to assignee first divesting itself of interest in WICC Bridgeport, Conn. Comr. Walker voted for hearing. Transaction involves merger of assignor and assignee, with Macy's receiving 732 unissued shares of assignee's stock with net book value of approximately $238,000 and $1,300,000 in cash, plus amount equal to assignor's net quick assets estimated to be about $527,000. Macy's also will lease to assignee certain operating property for period of 25 years at annual rental of $315,000 and assignee will purchase WOR Program Service Inc. from Macy's for $1,200,000. In consequence, Don Lee Bcstg. System would be licensee of 7 AM, 4 FM and 3 TV stations. Granted Jan. 17.

WICC Bridgeport, Conn.—Granted assignment of license to The Bridgeport Bcstg. Co. for $200,000; also granted consent to transfer control of The Bridgeport Bcstg. Co. from G. Gresham Griggs and Philip Merryman, voting trustees, to Griggs, Merryman and J. Kenneth Bradley, voting trustees, both subject to Bridgeport Bcstg. Co. first disposing of its present station WLIZ in Bridgeport. Comr. Walker voted for hearing. Granted Jan. 17.

New Applications . . .

TV APPLICATIONS

Missoula, Mont.—Mosby's Inc., Ch. 13 (210-216 mc), ERP 2.769 kw visual, 1.384 kw aural, antenna height above average terrain —170.6 ft. (antenna height above ground 327 ft.); estimated construction cost $117,800, estimated first year operating cost $45,000, estimated first year revenue $61,880. Applicant is licensee of KGVO Missoula and KANA Anaconda, Mont. Filed Jan. 16.

AM APPLICATIONS

Tucson, Ariz.—Tucson Radio Inc., 1230 kc, 250 w, fulltime; estimated construction cost $17,000, estimated first year operating cost $37,552.16, estimated first year revenue $50,000. Equal ⅓ partners are John B. McShane, real estate salesman for Canyon State Land Co., Tucson, and former employe of KOPO and KTKT Tucson; Peter Trowbridge, owner Trowbridge Radio Service, and D. Dewitt Wray, former owner Adobe Motel, near Toledo, Ohio. Filed Jan. 11.

Newton, N. J.—Sussex County Bcstrs., 1230 kc, 100 w, fulltime; estimated construction cost $7,011.82, estimated first year operating cost $31,200, estimated first year revenue $36,000. Partners are Simon Geller (33⅓%), engineer at WHAT Philadelphia; Robert A. Mensel (33⅓%), engineer at Atlantic Bcstg. Co., New York; William Fairclough (32⅓%), engineer at Atlantic Bcstg. Co., New York, and Elizabeth Fairclough (1%), homemaker. Filed Jan. 14.

Chehalis, Wash.—Leroy E. Parsons, 1420 kc, 1 kw, daytime; estimated construction cost $12,930, estimated first year operating cost $30,000, estimated first year revenue $45,000. Mr. Parsons owns 51% of KVAS Astoria, Ore., which he manages, and he owns and manages Radio & Electronics Co., Astoria. Filed Jan. 14.

Vancouver, Wash.—Western Bcstg. Co., 1010 kc, 1 kw, daytime; estimated construction cost $18,500, estimated first year operating cost $24,000, estimated first year revenue $32,000. Western Bcstg. Co. is partnership of Charles Weagant (50%), chief engineer KBPS Portland, Ore.; Ralph Weagant (25%), chief announcer KXL Portland, and Warren Weagant (25%), infant. Filed Jan. 16.

NBC, in cooperation with Health Information Foundation, last week began a series of five radio documentaries, *The Endless Frontier*, highlighting major achievements in fights against disease. Actor Raymond has been signed as narrator. Shows are broadcast Saturday 7:30-8 p.m. EST.

FCC Actions

(Continued from page 87)

January 17 Applications . . .

ACCEPTED FOR FILING

AM—1400 kc

WIHL Hammond, La.—CP to change frequency from 730 kc to 1400 kc and operating hours from day to fulltime.

License for CP

WAUG Augusta, Ga.—License for CP, as mod., authorizing new AM station.

KGMO Cape Girardeau, Mo.—License for CP, as mod., authorizing new AM station.

WDXY (FM) Spartanburg, S. C.—License for CP authorizing changes in FM station.

Modification of CP

WCAR-FM Pontiac, Mich.—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

KTBI Tacoma, Wash.—Mod. CP, as mod., authorizing frequency change, change in power, operating hours and trans. location, and DA-N, for extension of completion date.

Application Amended

WBAL-TV Baltimore—Application amended to change name from Hearst Radio Inc. to The Hearst Corp.

License Renewal

Following stations request renewal of license:

WGBS-FM Miami, Fla., KSPI-FM Stillwater, Okla., and KISW (FM) Seattle.

Application Returned

KOAK Lake Charles, La.—RETURNED application for mod. license to change name from KWSL Inc. to KOAK Inc.

TENDERED FOR FILING

CP for CP

WIPR Santurce, Puerto Rico—CP to replace expired CP for change trans. location.

WHO Aids WOW

ENGINEER Cy Hagrman, WOW Omaha, was preparing for a 1:30 p.m. broadcast. Just 30 minutes before air time, a serial platter was broken. Mr. Hagrman located a WHO Des Moines schedule and saw that it had played the serial earlier in the day. He phoned: Would they feed it to WOW for re-recording? To his mounting dismay, he learned that both supervisors were on a remote and could not be reached. Time was ebbing. Mr. Hagrman ordered a line to WHO, cued Des Moines by phone and proceeded to record the serial on a new disc. The recording was finished at 1:27:40—and the show went on as scheduled.

WIS. FM NETWORK

Extension Authorized

FCC last Thursday authorized the Wisconsin State Radio Council to build two more educational FM stations to extend the council's chain of its present 6 FM and 2 AM outlets, and at the same time noted the rules governing educational FM do not place a limit of the number of such stations owned by the same entity.

The newly authorized stations are to be located in Iowa County and Highland Township, and each will have ERP of 50 kw.

In making the grants, the FCC reiterated the rules which state that the purpose "to be accomplished by the reservation of a group of FM frequencies for the exclusive use of non-profit educational organizations is to encourage the establishment of statewide plans for noncommercial educational FM broadcast service."

The Commission said, "A limit upon the number of stations which might be held under common control would be inconsistent with this purpose." It was stated, however, that diversification of control might be the deciding factor in competitive applications filed by educational applicants.

The Wisconsin State Radio Council owns WHA-AM-FM Madison, WLBL (AM) Stevens Point, WHAD (FM) Delafield, WHKW (FM) Chilton, WHRM (FM) Rib Mountain, WHWC (FM) Colfax and WHLA (FM) Holman.

WMC Anniversary

FLASHBACKS of outstanding special events in the mid-South over the last quarter-century will be reviewed Wednesday on NBC by Niles Trammell, NBC board chairman, and Henry W. Slavick, general manager of WMC-AM-FM and WMCT (TV) Memphis. Occasion of the program, titled *Dixie Jubilee* (10:30 p.m.), is the 25th anniversary of WMC's affiliation with the network. Music will be provided by Noel Gilbert and the WMC Concert Orchestra.

N. Y. Bar Rejects

(Continued from page 63)

of the witness, with Mr. Stryker remarking that broadcast investigations tend "to lessen the good old American feeling of fair play. . . . It is not an American procedure and does not help in the primary function of the committee, which is to obtain facts and information upon which to legislate," he said.

Mr. Patterson endorsed this stand, pointing out that "we live in an age where the engine of government has become mighty, but also in an age where it has become of paramount importance to respect and preserve the rights of the individual, no matter how friendless he may be."

Judge Wallace, supporting the committee argument that broadcasting makes investigators and the counsel into at least subconscious actors, trying to impress the listening public rather than do their designated jobs, said there are "a lot of people who desire to have publicity at the expense of decency and of dignity." Broadcasts thus tend to restrict hearings to the dramatic rather than the significant, he said.

Majority report from the committee listed major arguments on behalf of excluding TV coverage of Congressional hearings: "If broadcasting . . . proceedings does not in fact result in securing additional data upon which Congress may base further legislation, then there is no valid reason for broadcasting."

It was further argued that witnesses are subjected to at least mental hazards which "inevitably impair the accuracy of testimony" and which raise legal questions about depriving due process, infringing on personal right of privacy, and violating privileges against self-incrimination.

Answering the charge that presence of radio and TV tends to promote clowning or misbehavior among legislators, Mr. Werner, in presenting the committee's minority views, said that it is no solution for incompetence to shield it from public view. On the basis of his association with RCA, he said charges about the noise and lighting of TV camerawork was "a complete misconception of fact."

The minority group reasoned, he explained, that the most important purpose of Congressional hearings is "to maintain an informed public opinion," and that the most effective safeguard against totalitarianism is to afford large segments of the electorate free access to public Congressional hearings.

Mr. Fly answered assertions that broadcasts, covering only part of proceedings, give the public a partial and thus slanted version. He argued that after appearing before committees as FCC Commissioner and reading newspaper accounts the next day of what he had said, he would have considered television's presence at the hearings a "blessing." The majority report, he argued, "would strike down the only mechanism of the free press that gives a full and literal account of everything that takes place."

'Safeguard of Rights'

Identifying TV and radio as "the greatest safeguard of the witness' rights and as the public's only safeguard," Mr. Halley observed that "TV puts the committee as much on trial as it does the witnesses." One of the chief vices of the resolution, Mr. Halley intimated, is that it prohibited broadcasting under any and all circumstances.

One speaker from the floor read from "Case for Televising Congress" written by Jacob K. Javits (R-Lib. N. Y.) in the *New York Times* and which stated that in elections following Australia's permitting broadcasts of its parliament two days a week, many of "the more bombastic performers" were defeated.

No plans have been made for drawing an opposing resolution, since committee members feel that rejection of the proposed ban makes the association's stand self-evident. Moreover, it was pointed out, Congress does allow broadcasting, telecasting, motion pictures, and still shots of investigations and special hearings.

COSTELLO CASE

Rights Not Invaded

BEING required to testify before TV and newsreel cameras during the Senate Crime Investigating Committee hearings in New York last March did not infringe upon Frank Costello's Constitutional rights, U. S. District Court Judge Sylvester J. Ryan ruled during trial of the gambler on contempt charges growing out of the committee hearing.

In the trial, which ended last week with the jury unable to reach a verdict, Mr. Costello's attorney had asked the court to strike all 11 counts of the indictment, claiming that the conditions under which the hearings were held had "violated the defendant's Constitutional rights including free use of his mental faculties."

Judge Ryan denied the motion. He apparently had anticipated it, for he had his answer already written out. Noting that Mr. Costello did not object to having his hands telecast on the first two days, and did not complain about lighting until the third day, Judge Ryan said: "I rule that the defendant was not excused by law from testifying because of the surroundings under which the hearing was held. I hold that the defendant's Constitutional and civil rights were not infringed upon because he did not object during the first two days and give the committee a chance to change the circumstances."

ADDING to its long-standing Mon.-Fri. newscasts, Town Talk Bread last week bought additional spot schedule on WTAG Worcester to introduce its new Donald Duck bread. Seated (l to r): Clifford J. Gallagher, sales manager, and Carl W. Swanson, president of Worcester Baking Co. Standing: Bernard S. Morley, WTAG sales; Richard L. Gravel, WTAG local sales manager, and Harry N. Brown, advertising manager of the baking company. Firm has been on station for 25 years.

'ESSENTIAL'

Commerce Activities List Again Omits Radio-TV

RADIO-TV broadcasting once again is conspicuous by its absence from the revised list of "essential activities" issued by the Dept. of Commerce last Wednesday.

The revised listing, announced by Commerce Secretary Charles W. Sawyer, was prepared for use by the Defense Dept. in considering requests for delaying active duty call of reservists and the National Guard.

Omission of radio-TV from a similar compilation drew industry protests in April 1951. NARTB fought to have the industry included but was unsuccessful despite hearings before the joint Commerce-Labor Depts. Committee on Essential Activities and Critical Occupations [B•T, Aug. 20, April 23, 16, 1951].

The new list includes "production of communication equipment" and "communication services" among some 25 categories. But it once again omits newspaper and motion picture industries. Originally radio-TV broadcasting, newspapers and motion pictures were bracketed as "essential industries."

Industry withdrew its protests when the Commerce Dept. decided that broadcasting was adequately equipped "to meet defense and minimum civilian requirements." NARTB had held that a manpower shortage was strongly indicated if not existent at that time. However, FCC has since relaxed its engineering requirements for third class license-holders.

Other criteria set down by the Commerce Dept. are that products or services must be "essential to the defense program or to the minimum civilian health, safety or interest," and that the "current level of employment . . . must be maintained or increased."

Earmarked as essential are activities touching on production of military radios, radar and related electronic equipment and component parts, as well as coaxial cable, and on telephone, telegraph, and cable service.

Mr. Sawyer stressed that the main purpose of the list is "to serve as a guide in obtaining manpower from the armed forces." Deferments of persons engaging in these activities are not automatic and are issued on the basis of many factors, including type of occupation. The list is used in connection with "critical occupations" issued by the Dept. of Labor last May.

'Punctuation'

NON-SCHEDULED emphasis was added to Prime Minister Winston Churchill's address to Congress, which was covered by all TV and radio networks last Thursday. With a clatter, a long telephoto lens off a 16mm TV camera accidentally dropped over the rail of the House Gallery narrowly missing several Senators. Camera was manned by Bernie Dresner, NBC-TV, who was filming the speech for a television pool. (CBS-Television was taking the speech "live" for the pool.) The long lens, weighing some eight ounces, dropped while Mr. Dresner was changing focus. Mr. Churchill stopped for a moment and went on with his speech.

R&R Marks 40th

MORE than 400 employes of Ruthrauff & Ryan, New York, including executives from Chicago and other offices throughout the country celebrated the agency's 40th anniversary last Friday night at a dinner-dance at the Hotel Roosevelt in New York.

SNOWBOUND TRAIN

Stations Cover Rescue

DRAMATIC RESCUE of train of 222 passengers and crewmen who were snowbound more than 72 hours last week when reportedly the worst storm in 50 years struck the High Sierras received first-rate coverage of radio and TV stations. The following reports were received last week:

Despite impediments, KPIX (TV) San Francisco staffers flew to the Sierras to bring viewers on-the-spot coverage. Films taken Wednesday afternoon were shown that night.

KFBK-AM-FM Sacramento staffers boarded the rescue train at an intermediate point and taped interviews with those who had been aboard the ill-fated train. Nearly 3,000 miles away, WPTR Albany conducted two-way beep interviews over long-distance telephones with observers near the scene.

World Offers Series

WORLD Broadcasting System, New York, producer of transcribed library programs and features, announced Wednesday the production of a new series, *The Happiness Parade*, designed for 5-minute, 15-minute or 30-minute presentation by member stations in their own localities. World is providing signature theme music, script material, special music, a sales presentation brochure and list of merchandising suggestions for the program, format of which pertains to celebrating birthdays and wedding anniversaries of individuals or founding days and special events for fraternal or business groups. *Happiness Parade*, intended for sale to advertisers at the local level on a daily basis, is first of special sales features World plans for 1952.

Lansing Returns

CAPT. LARRY LANSING (USA), roving military radio correspondent, has returned from a tour of Far East duty and has been reassigned within the News & Special Events Section of the Defense Dept.'s Radio-TV Branch. He will handle requests from radio newsmen and network reporters, and announcing chores on the department's network radio programs. Capt. Lansing's Korean reports have been aired on ABC's *Time for Defense* the past seven months.

CRC Strike Ends

STRIKE by Local 237 of Electrical Workers Union (unaffiliated) which closed the Columbia Records Bridgeport, Conn., plant from Dec. 13 to Jan. 13 was settled with new contract allowing for five cent wage increase, according to a Columbia spokesman. The union's initial demands were for a pension clause and 10-cent hourly increase with adjustments up to 25 cents, but it was understood workers had settled for maximum wage increase allowed by Wage Stabilization Board.

TAXES

Economy Seen as Theme In Congress in '52

SENTIMENT of this Congress is economy and more economy.

This was seen in the flow of Congressional commentary following the receipt on Capitol Hill of President Truman's economic report last Wednesday.

Rather than increase taxes, as the President asked in his report, the Congress would cut appropriations.

Chairman Walter F. George (D-Ga.), Senate Finance Committee, said he was not in favor of any general tax increase and would only go along with the President in plugging "loopholes" in current tax laws.

Sen. Joseph C. O'Mahoney (D-Wyo.), chairman, Joint Committee on the Economic Report, has announced hearings of his committee on the President's report for Jan. 23. The committee also will hold round-table discussions with economic experts.

The President called on Congress to raise more than $5 billion in new taxes because the "tragic necessity" of rearmament requires the increase. However, Congress already has expressed its reluctance to raise taxes. President Truman said his request could be achieved "by eliminating loopholes and special privileges, and by some tax rate increases."

Mr. Truman's budget is slated to be submitted to Congress today (Monday). What Congress does to the appropriations requested for the running of the government in fiscal 1953 most likely also will determine the yardstick on increased taxes. Alternative is deficit spending.

When Congress failed to enact Mr. Truman's full $10 billion plus tax increase proposal last year, among other things it wrote into the excess profits tax law a relief provision for telecasters, and turned down, near the deadline, the Administration's request for boosts in excise taxes on radio and television sets at the manufacturing level.

Seek WNJR Sniper

IDENTITY of sniper who fired a bullet into the window of the WNJR Newark, N. J., transmitter building was being sought by local police late last week. Incident occurred when engineer Charles J. Gspann was on duty in main control room Monday night. A .22 caliber bullet was fired into the heavy plate glass window a few feet from where the engineer was sitting, but penetrated only one of the double layers. Mr. Gspann told police he ran outside only to see an automobile speed away.

An *Important Event*
You Don't Want to Miss . . .

18th **BMI PROGRAM CLINIC**

IN NEW YORK, JAN. 28 AND 29

at the **WALDORF-ASTORIA HOTEL**

THERE are dozens of good reasons why you'll want to attend this New York Program Clinic—all of them important! Panel discussions and practical down-to-earth talks by experts on just about every phase of the broadcasters problems.

THE SPEAKERS

FREDERICK R. GAMBLE, *Pres., AAAA.*
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J. LEONARD REINSCH, *Man. Dir., WSB, Atlanta*
LEON PEARSON, *NBC Commentator*
SYDNEY M. KAYE, *Vice-chairman of the Board, BMI*
DAVE BAYLOR, *v.p. & Gen. Mgr., WJMO, Cleveland*
EDYTHE MERSERAND, *Asst. Dir. of News & Special Features, WOR; Pres. American Women in Radio & TV; Winner, McCall's Magazine Award*
WALBERG BROWN, *v.p. & Gen. Mgr., WDOK, Cleveland*
HAROLD FAIR, *Prog. Dir., WHAS, Louisville*
TED COTT, *Gen. Mgr., WNBC, WNBC-FM and WNBT, New York*
MICHAEL HANNA, *Gen. Mgr., WHCU, Ithaca, N. Y.*
TOM TINSLEE, *Pres., WITH, Baltimore and WLEE, Richmond*
CARL HAVERLIN, *Pres., BMI*

- YOU WILL BE OUR LUNCHEON GUEST BOTH DAYS
- NO FEE FOR ATTENDANCE, BUT RUSH YOUR APPLICATION
- BRING A STAFF MEMBER WITH YOU

BROADCAST MUSIC, Inc.

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SOUTH CAROLINA GROUP HOLDS WINTER MEETING

FOURTH annual winter meeting of South Carolina Broadcasters Assn. opened Friday at Columbia Hotel, Columbia, S. C., with Melvin Purvis, WOLS Florence, presiding as president. Speakers include Maurice B. Mitchell, Associated Program Service; G. Richard Shafto, WIS Columbia; A. C. Early, WSJS Winston-Salem, N. C., and Robert W. Rounsaville, WQXI Atlanta.

Other SCBA officers are C. Wallace Martin, WMSC Columbia, vice president; T. Doug Youngblood, WFIG Sumter, secretary-treasurer; Raymond Caddell, WHSC Hartsville, program chairman.

Mr. Rounsaville, WQXI Atlanta, said rising competition emphasizes importance of a station's programming. "Our listeners have become a commodity that must be fought for, courted, entertained, pleased, sought after and protected once we get them," he contended.

The answer lies in block programming, especially for independents, he said. "It is inevitable that we all have some poor programming from the listener's viewpoint," he continued. "In this case block the good together and the bad together. Never alternate one good and one bad. I would strongly recommend that you carefully go over your present program schedule and satisfy yourself that the type programming that you yourself would like to hear."

IBEW-NABET WRANGLE

HEATED battle between IBEW and NABET (CIO), both seeking jurisdiction over broadcast personnel at CBS, continued last week with NABET Information Bulletin No. 14 released by George Maher, national executive secretary of NABET, including letter from D. W. Tracy, international president of IBEW (AFL).

Issued to IBEW workers at CBS, bulletin contained Mr. Tracy's threat of legal action if Mr. Maher did not retract "libelous statements" in NABET Bulletin No. 10, also directed to CBS-IBEW membership. In it, Mr. Maher had questioned financial condition of the AFL union.

NBC, CBS OBJECTIONS

OBJECTIONS to comment of KIST Santa Barbara, Calif., in TV allocations hearing recommending use of Channel 3 in that city [B•T, Jan 14, 1952] was filed with FCC by CBS and NBC last week. Both networks objected on grounds use of Channel 3 in Santa Barbara would cause adjacent channel interference to their Los Angeles signals on Channels 2 and 4 (KNXT-CBS and KNBH-NBC respectively). KFRE Fresno said KIST proposal was okay with them provided FCC didn't find conflict with its proposal to put Channel 3 in Fresno.

NBC-WMC ANNIVERSARY

NBC Radio network to celebrate 25th anniversary of affiliation of WMC Memphis with *Dixie Jubilee* at 10:30 p.m. EST Wednesday. NBC Board Chairman Niles Trammell and H. W. Slavick, general manager of WMC-AM-FM and WNCT(TV) to speak on half-hour program of flashbacks.

IT'S A SERIES!

WORLD Broadcasting System Inc., New York, Friday announced new transcribed series, *Bundle of Joy*, for sale to local sponsors. Format pertains to announcing births, with World supplying recorded theme music plus scripts for local emcees.

Business Briefly

(Continued from page 5)

Radio (Sun. 8-9 p.m. EST). Agency, Hilton & Riggio, N. Y.

BLOCK PLACES ● Block Drug Co., Jersey City, placing 22-week radio campaign for Amm-I-Dent in 20 markets plus 26-week schedule for Polident in eight radio markets starting mid-February. Agency, Cecil & Presbrey, N. Y.

K-F CONSIDERS ● Kaiser-Frazer cars understood to be preparing to renew present radio spot schedule. Agency, William Weintraub Co., N. Y.

ARRID SCHEDULE ● Carter Products Inc., N. Y. (Arrid), planning radio schedule of daytime minutes Jan. 28 in markets east of Mississippi. Agency, Sullivan, Stauffer, Colwell & Bayles, N. Y.

NEW TV SERIES ● Ex-Cello Corp., Detroit (Pure-Pac Division), Jan. 28 starts weekly five-minute period of *Today* on NBC-TV 7-9 a.m. weekday series, using 8:20-8:25 spot. Agency, Fred H. Randall, Detroit.

SPOTS IN CANADA ● United Fruit Co., New York, planning spot radio campaign in number of Canadian markets starting Feb. 4 for 13 weeks. Agency, BBDO, N. Y.

SOMNYL INCREASES ● Somnyl Pharmacal Corp. of America (Nu-Pax, non-habit forming sedative), increases current radio-TV budget by adding following shows: Martin Block, *Anything Goes*, *Milkman's Matinee*, all on WNEW New York.

FATHER PHILOSOPHER ● Order of Franciscan Fathers, which operates Quincy College, Quincy, Ill., has purchased weekly half-hour drama, *The Armchair Philosopher*, to begin Feb. 5 on WGN-TV Chicago for 13 weeks.

FREE OFFER ● One-minute, one-time offer of free copy of Kiplinger magazine, *Changing Times*, made on initial telecast of NBC-TV's *Today* had drawn 16,000 requests by Friday, NBC reported.

ARGUE SPORTS PROBLEM

COVERAGE of high school basketball games discussed Friday at closed session of Indiana Broadcasters Assn., meeting at Columbia Club, Indianapolis. Dan Park, WIRE Indianapolis, in chair as IBA president. Next meeting will be held March 21 at Indianapolis, day before state basketball tournament.

Plans for radio promotion drive also taken up at Friday session. Officers for 1952 to be elected at March meeting. IBA adopted resolution of tribute to Joe Jordan, WSAL Logansport, who died Jan. 2. Joint BMI-Broadcast Advertising Bureau clinic to be held by IBA in May.

PEOPLE . .

WILLIAM SPIER, noted radio, TV and moti picture producer and director, joins CBS-T as producer, effective today (Monday), Hubb Robinson Jr., CBS-TV vice president in char of network programs, announced Friday.

JOSEPH GARVEY, general manager of WJ Joliet, Ill., at St. Joseph's hospital for seri spinal operation. Expected to be hospitali month.

EMANUEL SACKS, staff vice president RCA, named chairman of entertainment di sion for the Salvation Army's 1952 fu raising drive.

WILLIAM JACOBY, art director, Emil Mo Co., N. Y., named a vice president of the fi

JAMES W. EVANS, former program m ager of WICC Bridgeport, Conn., more r cently with Moore & Beckham Adv. Agen Greenwich, to community relations staff General Electric Co., Small Appliance Di Bridgeport.

RICHARD FEHR, public relations director Doherty, Clifford & Shenfield, N. Y., elected vice president of the agency. He will rem in charge of public relations.

JOSEPH BRENNER, in charge of FCC's gional law office in Los Angeles which is bei abolished on recommendation of McKinsey port to FCC (see page 80), may not return Washington. Former Justice Dept. attorn may set up private practice in Los Angel

ALBERT S. GOUSTIN, account executive New York office of Blair-TV Inc., has resign He plans Nassau vacation.

AL YOUNG, for 15 years account executi with Edward Petry & Co., station represent tion firm, has resigned, effective immediate

BILL COSTELLO, associated with CBS Ra since 1941, succeeds Charles Collingwood CBS Radio White House correspondent W nesday for next six months (see story page 4

ARMIN P. BUETOW, general manager Magnecord Inc., Chicago, named executive v president.

HENRY C. ROEMER, executive vice preside of Federal Telephone & Radio Corp., Clift N. J., elected president. Mr. Roemer direct Federal's activities during war. Federal IT&T subsidiary.

RICHARD F. CONNOR

RICHARD F. CONNOR, 49, general manag KOWB Laramie, Wyo., and part owner KNAK Salt Lake, died Thursday night at Laramie home. In radio since 1929, Mr. C nor at various times was radio coordinator Southern California Broadcasting Co., ch of station relations for OWI during World W II and station relations manager of MBS. is survived by his wife, Mrs. Lucille Conn daughter, Mrs. Ted Whitney, of Salt La two sons, Richard Jr., at Fort Holabird, M and Ned, of Laramie, and brother, Ned C nor, manager of KRKD Los Angeles.

HOLLYWOOD STRIKE VOTE

WAGE increase negotiations between Pu licists Guild and CBS Hollywood ended l week as publicists took unanimous strike v California State Conciliation Service to point conciliator. Thirteen publicists involv

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It's the

KMBC
KFRM

Team...and It's

Wholehearted"

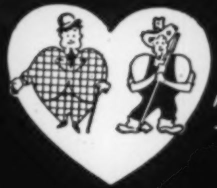
Wholeheartedly reliable . . .

In the course of more than thirty years of broadcasting, Arthur B. Church, president and founder of the KMBC-KFRM Team, has taught the folks in the Heart of America a great lesson. That lesson is the fact that wherever they go there will be radio—and—if it's KMBC-KFRM, it will be *good* radio.

This earnest policy of reliability spreads both ways. Listeners in the rich Kansas City Primary Trade Area look to The KMBC-KFRM Team as they have for years, for the latest and greatest in broadcasting. They name The Team their favorite source for news, sports, special events, educational programs and fine wholesome entertainment day in, day out, year after year.

At the same time, advertisers find that radio schedules placed on The Team get results. They know that they can depend on KMBC-KFRM for reliable service, and be sure that their sales messages are reaching the major share of the radio audience.

Yes indeed, The KMBC-KFRM Team is wholeheartedly reliable. That's why KMBC-KFRM has and holds the audience and why to sell the whole Heart of America, wholeheartedly, it's . . .



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